DEVELOPMENT PLANS FOR SUBLINGUAL TREATMENT FOR ERECTILE DYSFUNCTION

VANCOUVER, BC, Canada - November 7, 2013 – Pacific Therapeutics Ltd. (CNSX: PT) (Frankfurt: 1P3 (the "Company") In 2011 the total market for drugs to treat erectile dysfunction ("ED") exceeded $5 billion. The Company has finalized a license to an oral dissolving technology ("sublingual formulation") of an approved drug to treat erectile dysfunction (ED).

Sales of the market leader alone exceeded $2 billion in 2012. The sublingual formulation improves on existing drugs for erectile dysfunction potentially acting faster and with fewer side effects. As large pharmaceutical companies lose their patents on these drugs a massive opportunity has developed for innovative formulations of drugs for ED. This is a very exciting development for Pacific Therapeutics as it shortens the time to market for the Company's first product and may add significantly to future revenues.

Utilizing funds from the recent private placement the Company will build on the already significant development of the sublingual treatment with the initiation of a pivotal bioequivalence trial. This is the last trial that needs to be performed prior to application for marketing approval. The trail will enrol 24 individuals and only take 4 months for completion. With successful results from this trial the Company will begin the application for marketing approval.

Douglas Unwin, Pacific Therapeutics President and CEO stated, "With cash in hand, we expect to move this product through pivotal trials and through submission for regulatory approval quickly and intend to begin marketing as soon as possible."

Market Opportunity

Working from the most conservative projections the British Journal of Urology expects the number of men with erectile dysfunction to more than double from 152 million in 1995 to 322 million by 2025. It is estimated that up to 20 million Europeans and 30 million North Americans experience recurring ED at some point in their lives (Life Science Intelligence). Total sales of ED drugs by the top 3 producers was $3.1 Billion in 2006 growing rapidly to a total market of $5 billion in 2011. In addition it is estimated that up to 90% of all erectile dysfunction goes undiagnosed, another driving force for market growth.

Benefits of Oral Dissolving Technology (Sublingual Delivery)

Tablets using oral dissolve technology (ODT) are the most preferred and accepted solid dosing forms by patients. This dosage form is also considered by consumers to be of higher quality, having faster onset and being longer lasting than conventional tablets. In addition 70% of consumers will ask their doctor for the ODT version of a drug if it is available. The Company is currently reviewing all the necessary

protocols' for the rapid development of additional ODT drugs, which have potential to reach market in less than 2 years.

ABOUT PACIFIC THERAPEUTICS LTD.

Pacific Therapeutics Ltd is a clinical stage specialty pharmaceutical company focused on the identification and development of drug candidates suitable for reformulation and repurposing. Its lead programs focus on erectile dysfunction and diseases of excessive scarring (fibrosis). The Company's strategy includes reformulating approved drugs to increase efficacy and patient compliance, while reducing side effects, as well as completing the further clinical testing, manufacturing and other regulatory requirements sufficient to seek marketing authorizations. This strategy may reduce the risk, time and cost of developing therapies by avoiding the risks associated with basic research and using compounds with unknown safety and toxicity profiles.

The Company's lead drug candidate for fibrosis (progressive scarring of the organ), PTL-202 is a combination of Pentoxifylline (a FDA approved drug used for treating leg cramps) and N-Acetyl-Cysteine (NAC) an amino acid and an extremely potent and important antioxidant. The positive results from the phase 1 clinical trial of PTL-202 and pre-clinical results, will lead to further development of the product for treating fibrosis such as Idiopathic Pulmonary Fibrosis and Liver Cirrhosis.

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FORWARD LOOKING STATEMENTS

Certain statements included in this press release constitute forward-looking information or statements (collectively, "forward-looking statements"), including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", "may", "should" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts but reflect current expectations regarding future results or events. This press release contains forward looking statements. These forward-looking statements are based on current expectations and various estimates, factors and assumptions and involve known and unknown risks, uncertainties and other factors.

Readers should not place undue reliance on the Company's forward-looking statements, as the Company's actual results, performance or achievements may differ materially from any future results, performance or achievements expressed or implied by such forward-looking statements if known or unknown risks, uncertainties or other factors affect the Company's business, or if the Company's estimates or assumptions prove inaccurate. Therefore, the Company cannot provide any assurance that such forward-looking statements will materialize. The Company does not undertake to update any forward-looking information, except as, and to the extent required by, applicable securities laws.

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