

REVIVE THERAPEUTICS RETAINS THE RUTH GROUP TO BUILD U.S. INVESTMENT COMMUNITY AWARENESS

TORONTO, ONTARIO--(Marketwired - December 7, 2015) - Revive Therapeutics Ltd. ("Revive" or the "Company") (OTCQB:RVVTF) (TSX VENTURE:RVV), a company focused on commercializing treatments for gout, and rare diseases such as Cystinuria, Wilson's disease and Rett syndrome, today announced that it has retained The Ruth Group ("TRG"), a New York City-based leading investor relations and financial communications agency dedicated to the healthcare industry. The Ruth Group (www.theruthgroup.com) will counsel management and execute on the development and implementation of a strategic investor relations program with the objective of increasing awareness of Revive with the investment community in the U.S.

"The Ruth Group is a perfect fit for Revive as they have a solid reputation and track record in successfully building awareness and relationships for life sciences companies with the investment community in the U.S. TRG's initial activity will be to introduce the company to U.S. investors in San Francisco during the upcoming J.P. Morgan conference in January 2016," said Fabio Chianelli, Chief Executive Officer of Revive. "I look forward to working closely with The Ruth Group in achieving our objective in leveraging the listing of Revive's common shares on the OTCQB and in educating prospective US investors of our clinical development prospects that are advancing due in part by our recently achieved milestones such as the orphan drug designation granted by the FDA for the drug Bucillamine for the treatment of cystinuria and the positive FDA Phase 2a clinical results in gout."

Revive's relationship with TRG is effective immediately. The companies have agreed to a standard time and cash fee structure for services rendered. TRG will receive a fee of US \$6,500 per month for a minimum of six months through May 31, 2016. Revive may cancel the agreement after the initial six-month term upon 30 days written notice. TRG is privately held and arm's length to Revive. TRG does not have any interest, directly or indirectly, in Revive or our securities, or any right or intent to acquire such an interest in connection with the provision of the services or otherwise.

About Revive Therapeutics Ltd.

Revive Therapeutics Ltd. (OTCQB:RVVTF) (TSX VENTURE:RVV) is focused on commercializing treatments for gout, and rare diseases such as Cystinuria, Wilson's disease and Rett syndrome. Additional information on Revive is available at www.ReviveThera.com.

For more information please contact:

Revive Therapeutics Ltd.
Fabio Chianelli
Chief Executive Officer

Tel: (905) 605-5535 (ext. 10)
Email: fabio@revivetherera.com

The Ruth Group
David Burke
Vice President
Tel: (646) 536-7009
Email: dburke@theruthgroup.com

CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

This news release includes certain information and statements about management's view of future events, expectations, plans and prospects that constitute "forward looking statements", which are not comprised of historical facts. Forward-looking statements may be identified by such terms as "believes", "anticipates", "intends", "expects", "estimates", "may", "could", "would", "will", or "plan", and similar expressions. Specifically, forward looking statements in this news release include, without limitation, statements regarding: the granting of a patent for REV-002; the potential efficacy and commercial viability of REV-002 for treatment of gout and Bucillamine for the treatment of Cystinuria; expansion of the REV-002 clinical testing program; the Company's drug research and development plans, including REV-003 (Tianeptine) for the treatment of Rett Syndrome and REV-005 (Bucillamine) for the treatment of Wilson's Disease; the timing of operations; and estimates of market conditions. These statements involve known and unknown risks, uncertainties, and other factors that may cause actual results or events, performance, or achievements of Revive to differ materially from those anticipated or implied in such forward-looking statements. The Company believes that the expectations reflected in these forward-looking statements are reasonable, but there can be no assurance that actual results will meet management's expectations. In formulating the forward-looking statements contained herein, management has assumed that business and economic conditions affecting Revive will continue substantially in the ordinary course and will be favourable to Revive, that clinical testing results will justify commercialization of the Company's drug candidates; that Revive will be able to obtain all requisite regulatory approvals to commercialize its drug candidates, that such approvals will be received on a timely basis, and that Revive will be able to find suitable partners for development and commercialization of its drug repurposing candidates on favourable terms. Although these assumptions were considered reasonable by management at the time of preparation, they may prove to be incorrect. Factors that may cause actual results to differ materially from those anticipated by these forward looking statements include: uncertainties associated with obtaining regulatory approval to perform clinical trials and market products; the need to establish additional corporate collaborations, distribution or licensing arrangements; the Company's ability to raise additional capital if and when necessary; intellectual property disputes; increased competition from pharmaceutical and biotechnology companies; changes in equity markets, inflation, and changes in exchange rates; and other factors as described in

detail in Revive's public filings, all of which may be viewed on SEDAR (www.sedar.com). Given these risks and uncertainties, readers are cautioned not to place undue reliance on such forward looking statements and information, which are qualified in their entirety by this cautionary statement. Except as required by law, Revive disclaims any intention and assumes no obligation to update or revise any forward looking statements to reflect actual results, whether as a result of new information, future events, changes in assumptions, changes in factors affecting such forward looking statements or otherwise.

Neither the TSX-V nor its Regulation Services Provider (as that term is defined in the policies of the TSX-V) accepts responsibility for the adequacy or accuracy of this release.