



Revive Therapeutics Introduces RELICANN™ a New Brand for Hemp-based CBD Wellness and Medical Cannabis Market

TORONTO, Sept. 11, 2018 -- **Revive Therapeutics Ltd. (TSX VENTURE: RVV) (OTCQB: RVVTF) (FSE: 31R)** (“**Revive**” or the “**Company**”), a specialty cannabis company focused on the research, development and commercialization of novel cannabinoid-based products, today announced the introduction of RELICANN™, the Company’s hemp-based and medical cannabis brand designed for the health and wellness and medical cannabis consumer. The Company’s first product under the RELICANN™ brand is RELICANN™ hemp-based Cannabidiol (“CBD”) gum, which will be available in Canada in the fourth-quarter of 2018.

“We are excited to introduce the RELICANN™ brand, which focuses on the health and wellness and medical cannabis market targeting those who seek novel dosage forms of hemp-based and cannabis solutions over conventional ones,” said Fabio Chianelli, President of Revive. “RELICANN™ hemp-based CBD gum will be our first of several unique dosage forms of hemp-based and cannabis products to be launched in Canada, including Tetrahydrocannabinol (THC) and combination products of various ratios of CBD and THC.”

RELICANN™ hemp-based CBD gum is a patented controlled-release cannabinoid chewing gum containing 50 mg of hemp oil and 10 mg of CBD. Based on an oral mucosal delivery system a research study has shown the absorption rate of CBD to be at least 75% in just 30 minutes of chewing. The RELICANN™ hemp-based CBD gum is a distinct and alternative option from traditional oral forms of hemp (i.e. capsules and oils) and a convenient and discreet way to enjoy the health benefits of hemp. It has been widely established that the potential advantages of medical chewing gum over conventional dosage forms are faster onset of action, higher bioavailability (absorption in the oral mucosa, while bypassing the first-pass hepatic metabolism), pleasant taste, easy for administration while promoting better compliance (no need for water), higher acceptance for those who find swallowing tablets difficult, and fewer side effects.

The RELICANN™ product line up will be a robust assortment of unique dosage and combination offerings of CBD and THC, such as, but not limited to, chewing gums, topicals, and alternate oral forms, putting an emphasis on medical, health and wellness. A number of RELICANN™ products will be introduced to the Canadian marketplace as recognized under the proposed regulations of Cannabis and Health Canada’s Natural Health Products and Food and Drug regulations, with the objective to sell through legalized distribution channels, national retailers in the food, drug, mass market, and specialty and natural retail channels.

About Revive Therapeutics Ltd.

Revive Therapeutics Ltd. (TSX VENTURE: RVV) (OTCQB: RVVTF) (FSE: 31R) is a specialty cannabis company focused on the research, development and commercialization of novel cannabinoid-based products. Revive is commercializing patent-protected, best-in-class cannabis-based products with first mover advantage in the multi-billion cannabis and wellness market. The Company’s first commercial product is a proprietary hemp-based cannabidiol (“CBD”) chewing gum, RELICANN™, for the health and wellness and medical cannabis market offering a better alternative over conventional products. The Company’s novel cannabinoid delivery technology is being advanced to fill the unmet medical needs for diseases and disorders such as pain, inflammation, and wound care. Revive’s cannabinoid pharmaceutical portfolio focus’ on rare liver diseases, which the FDA granted to the Company orphan drug designation for CBD in the treatment of autoimmune hepatitis.

For more information visit: www.ReviveThera.com.

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.

Revive Therapeutics Ltd. 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 information” that involves known and unknown risks and uncertainties, which are not comprised of historical facts, and most of which are beyond the control of Revive. Forward-looking statements include estimates and statements that describe Revive’s future plans, objectives or goals, including words to the effect that Revive or its management expects a stated condition or result to occur. Forward-looking statements may be identified by such terms as “believes”, “anticipates”, “intends”, “expects”, “estimates”, “may”, “could”, “would”, “will”, “potential”, or “plan”, and similar expressions. Specifically, forward-looking statements in this news release include, without limitation, statements regarding: the introduction of RELICANN™, the Company’s hemp-based wellness and medical cannabis brand designed for the health and wellness and medical cannabis consumer; RELICANN™, which will be available in Canada in the fourth-quarter of 2018; RELICANN™ hemp-based CBD gum will be our first of several unique dosage forms of hemp-based and cannabis products to be launched in Canada, including Tetrahydrocannabinol (THC) and combination products of various ratios of CBD and THC; RELICANN™ hemp-based CBD gum is a patented controlled-release cannabinoid chewing gum containing 50 mg of hemp oil and 10 mg of CBD. Based on an oral mucosal delivery system research study has shown the absorption rate of CBD is 80% in just 30 minutes of chewing; RELICANN™ products will be introduced to the Canadian marketplace as recognized under the proposed regulations of Cannabis and Health Canada’s Natural Health Products and Food and Drug regulations, with the

objective to sell through legalized distribution channels, national retailers in the food, drug, mass market, and specialty and natural retail channels; Revive's drug research and development, and commercialization plans; Revive's branded cannabis-based products; Revive's Bucillamine program; 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. Since forward-looking statements are based on assumptions and address future events and conditions, by their very nature they involve inherent risks and uncertainties. Revive 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 Revive's product candidates; that Revive will be able to obtain all requisite regulatory approvals to commercialize its product 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 product candidates on favourable terms. Although these assumptions were considered reasonable by management at the time of preparation, they may prove to be incorrect and no assurance can be given that such events will occur in the disclosed time frames or at all.

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; Revive'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 Management's Discussion & Analysis for the period ended June 30, 2017 and Revive's other 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.

For more information please contact:

Craig Leon
Chief Executive Officer
Revive Therapeutics Ltd.
Tel: (416) 272-5525
Email: craig@revivethera.com
Website: www.Revivethera.com

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/1a89ed2a-9645-4a4a-b39b-66b077aa3aaa>