

PreveCeutical(TM) Medical and Sports 1 Marketing Announce Joint Venture to Develop a Therapy for Concussions

Vancouver, British Columbia--(Newsfile Corp. - August 30, 2017) - PreveCeutical Medical Inc. (CSE: PREV) (OTC Pink: PRVCF) (FSE: 18H) (the "**Company**" or "**PreveCeutical**"), and Sports 1 Marketing ("**S1M**") announces a joint venture to develop a therapy geared towards athletes who suffer from concussions (Mild Traumatic Brain Injury) ("**TBI**").

Through PreveCeutical's current Research and Development ("**R&D**") program connected to the Caribbean Blue Scorpion venom, PreveCeutical and S1M believe that there is therapeutic potential in the peptides and proteins to potentially treat TBI.

According to the Centers for Disease Control and Prevention website, a severe TBI not only impacts the life of an individual and their family, but it also has a large societal and economic toll. The estimated economic cost of TBI in 2010, including direct and indirect medical costs, is estimated to be approximately \$76.5 billion. Additionally, the cost of fatal TBIs and TBIs requiring hospitalization, many of which are severe, account for approximately 90% of the total TBI medical costs.

PreveCeutical's Chairman and CEO, Mr. Stephen Van Deventer commented, "We are encouraged from the fact that the Caribbean Blue Scorpion venom peptides bypasses the blood brain barrier and attaches to the abnormal cells, this is an indicator that we are going in the right direction. We are delighted to have this opportunity of working with S1M on this exciting program where we hope to be able to help millions of people. David Meltzer and Warren Moon are icons in the professional sports industry. Their vision to help a lot of people are identical to ours."

S1M's Co-Founder & CEO, David Meltzer commented, "With PreveCeutical's outstanding research and leadership team, we are excited to be partnered up with such an innovative and industry leading group of people."

Completion of the joint venture will be subject to a number of conditions including the approval of the Canadian Securities Exchange.

About PreveCeutical Medical Inc.

PreveCeutical Medical Inc. is a health sciences company that develops innovative options for preventive therapies utilizing organic and nature identical products.

The Company currently has one product available for sale, the CELLB9[®] Immune System Booster. CELLB9[®] is an oral solution containing polarized and potentiated essential minerals extracted from a novel peptide obtained from Caribbean Blue Scorpion venom. The active potentiated ingredients in the Blue Scorpion venom appear to support health at a deep cellular level, having been used for many years and in over 40 countries. The solution is colourless and odourless and can be administered orally.

For more information about PreveCeutical, please visit www.PreveCeutical.com, and follow us on Twitter: <http://twitter.com/PreveCeuticals> and Facebook: www.facebook.com/PreveCeutical.

About Sports 1 Marketing

Founded by Hall of Fame Quarterback Warren Moon and veteran sports & technology executive David Meltzer, Sports 1 Marketing is a global sports and entertainment marketing agency that leverages over \$20 billion in relationship capital and over 38 years of business experience, bringing athletes, celebrities and businesses together to make a lot of money, help a lot of people, and have a lot of fun.

On Behalf of the Board of Directors

"Stephen Van Deventer"
Chairman & CEO

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Forward Looking Statements:

This news release contains forward-looking statements and forward-looking information (collectively, "forward-looking statements") within the meaning of applicable Canadian and U.S. securities legislation, including the United States *Private Securities Litigation Reform Act of 1995*. All statements in this news release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations and orientations regarding the future including, the timing of the OTCQB listing and receipt of DTC eligibility. Often, but not always, forward-looking statements can be identified by

words such as "pro forma", "plans", "expects", "may", "should", "budget", "schedules", "estimates", "forecasts", "intends", "anticipates", "believes", "potential" or variations of such words including negative variations thereof and phrases that refer to certain actions, events or results that may, could, would, might or will occur or be taken or achieved. Such forward-looking Actual results could differ from those projected in any forward-looking statements due to numerous factors including risks and uncertainties relating to the inability of the Company, to, among other things, the inability of the Company to obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities, or financing required to carry out its planned future activities. Other factors such as general economic, market or business conditions or changes in laws, regulations and policies affecting the biotechnology or pharmaceutical industry, may also adversely affect the future results or performance of the Company. These forward-looking statements are made as of the date of this news release and, unless required by applicable law, the Company assumes no obligation to update the forward-looking statements or to update the reasons why actual results could differ from those projected in these forward-looking statements. Although the Company believes that the statements, beliefs, plans, expectations, and intentions contained in this news release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations, or intentions will prove to be accurate. Readers should consider all of the information set forth herein and should also refer to other periodic reports provided by the Company from time-to-time. These reports and the Company's filings are available at www.sedar.com.

Readers are cautioned that forward-looking statements are not guarantees of future performance or events and, accordingly, are cautioned not to put undue reliance on forward-looking statements due to the inherent uncertainty of such statements.