

# PreveCeutical Engages the Susan Blond Group Inc. for Publicity Services and Appoints Ms. Susan Blond as Director of Publicity

Vancouver, British Columbia--(Newsfile Corp. - September 13, 2017) - PreveCeutical Medical Inc. (CSE: PREV) (OTC Pink: PRVCF) (FSE: 18H) (the "**Company**" or "**PreveCeutical**"), announces the engagement of the Susan Blond Group Inc. (the "Susan Blond Group") to provide publicity services and the appointment of Ms. Susan Blond as the Company's Director of Publicity.

Ms. Blond, principal of the Susan Blond Group, will assist PreveCeutical in initiating, implementing and executing the Company's publicity plan.

Ms. Blond began her career in the New York art world where she met and developed a strong friendship with Andy Warhol. Mr. Warhol was instrumental in guiding Ms. Blond into the publicity world, resulting in her first public relations position with United Artists. Soon thereafter, Ms. Blond moved to Epic Records, which was owned by CBS at the time. Ms. Blond became the first female Vice President at Epic Records, and worked on the press campaigns for popular artists including first albums from Ozzy Osbourne, Culture Club, Cyndi Lauper, Sade, Meat Loaf, Boston, Luther Vandross and The Clash (during their seminal London Calling album). She also worked with Michael Jackson for ten years all the way through Thriller, the biggest record of all time.

After 13 years at Epic Records, Ms. Blond formed her own company, the Susan Blond Group in late 1986. Some of her first clients included the Tunnel nightclub in New York, music industry figures such as Clive Davis, and musicians such as James Brown, Prince, David Bowie, Usher, Julio Iglesias, Spice Girls, and George Jones. Ms. Blond also represented the Hard Rock Café, Sports Club L.A. (now Equinox), Steve Madden, EMI Records and Publishing, Polygram and Universal Records.

Ms. Blond's website can be viewed [here \(http://www.susanblondgroupinc.com\)](http://www.susanblondgroupinc.com).

Ms. Blond commented, "Our goal is to place Stephen Van Deventer and PreveCeutical in front of decision makers, potential investors and consumers through a multi-level media approach led by a comprehensive publicity campaign, impactful public presentations and strategic social engagements. In my career, I have represented individuals and companies who I see have great potential to succeed and I see Stephen Van Deventer having the talent and drive to make PreveCeutical a major global entity."

PreveCeutical's Chairman and CEO, Mr. Stephen Van Deventer commented, "The PreveCeutical team is extremely pleased to be working with Susan as she has a wealth of knowledge and experience in her field and has worked with numerous high-profile individuals, fashioning them as globally recognized brands. In keeping with our vision of becoming a global preventive health care company, I believe PreveCeutical will benefit greatly from working with Susan."

## **Commercial Terms**

Under the terms of the publicity relations agreement made as of September 11, 2017 (the "Agreement") and subject to acceptance for filing by the Canadian Securities Commission (the "CSE"), the Susan Blond Group will be responsible for: developing and implementing the publicity plan for the Company; coordinating press coverage across all media platforms (including the creation and development of written media materials); coordinating media training; and coordinating and supervising activities in conjunction with other members of the Company's marketing team. Susan Blond, President of the Susan Blond Group has been appointed as the Company's Director of Publicity and will be responsible for the performance of the Susan Blond Group services under the Agreement.

The initial term of the Agreement is for a period of 12 months and will automatically renew for additional 12 month periods, unless the Company provides 14 calendar days' notice of termination prior to the end of each 12 month period for a total period of 60 months. The fees payable to the Susan Blond Group during the first term of the Agreement will consist of monthly cash payments of USD13,000 and the issuance of common shares of the Company having an aggregate value of USD7,000. These shares will be issued on a private placement basis to the Susan Blond Group pursuant to exemptions from the prospectus and registration requirements under applicable United States and Canadian securities laws and in Canada will have a hold period of four months and one day from the date of issuance. During years 2 to 5 of the Agreement, the monthly consulting fee will be USD20,000 cash, provided that the Susan Blond Group at its discretion may elect to be paid the consulting fee as to USD10,000 cash and common shares having an aggregate value of USD10,000. Upon the execution of the Agreement, the Company is required to pay USD39,000 and issue common shares having an aggregate value of USD21,000 to the Susan Blond Group, representing the first three months of the consulting services fees payable under the Agreement.

## **About PreveCeutical Medical Inc.**

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

PreveCeutical aims to be a leader in preventive health sciences and currently has five Research and Development programs, including: dual gene therapy for curative and prevention therapies for diabetes and obesity; a Sol-gel platform for nose to brain delivery of medical compounds including cannabinoids; Nature Identical™ peptides for treatment of various ailments; non-

addictive analgesic peptides as a replacement to the highly addictive analgesics such as morphine, fentanyl and oxycodone; and a therapeutic product for treating athletes who suffer from concussions (mild traumatic brain injury).

PreveCeutical sells CELLB9®, an 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.

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

### ***About the Susan Blond Group***

Originally founded in 1986, the Susan Blond Group is a full-service publicity agency known for creating imaginative campaigns that put brands and personalities on the map. Ms. Blond's deep roots in the entertainment business give her an edge in industries that they service. The Susan Blond Group has an experienced staff that is well connected and passionate about their respective fields—a diverse range from music to media to art and beyond.

### ***On Behalf of the Board of Directors***

*"Stephen Van Deventer"*  
Chairman & CEO

### ***For further information, please contact:***

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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 services to be provided by the Susan Blond Group and Ms. Blond, the Company's anticipated business plans and the prospect of its ability and success in executing its proposed plans. 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. 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, obtain any required governmental, regulatory or stock exchange approvals, permits, consents or authorizations required, including Canadian Securities Exchange acceptance of any planned future activities, complete its research programs as planned, obtain the financing required to carry out its planned future activities and the ability and success of the Susan Blond Group and Ms. Blond in carrying out its engagement with the Company. 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](http://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.