

PreveCeutical Announces the Successful Engineering & Cell-Based Efficacy Screening of its Smart-siRNA Constructs for its Dual Gene Therapy Research Program

Vancouver, British Columbia--(Newsfile Corp. - September 23, 2019) - **PreveCeutical Medical Inc. (CSE: PREV) (OTCQB: PRVCF) (FSE: 18H) (the "Company" or "PreveCeutical")**, is pleased to provide an update on its dual gene therapy program, an important and fundamental aspect of which involves the design, synthesis and screening of small interfering RNA ("siRNA") constructs in downregulating the Company's target gene of interest, in type 2 diabetes and obesity.

A panel of novel, potent siRNA constructs that target the Company's gene of interest were successfully identified by the Company earlier this year. Subsequently, the Company's research team worked to chemically transform such siRNA constructs, with the goal of generating corresponding modified "Smart-siRNAs" possessing enhanced biostability and specificity with retention of gene silencing efficacy (see the Company's news releases dated January 14, 2019 and June 17, 2019).

PreveCeutical is pleased to report that the aforementioned design and synthesis of a panel of Smart-siRNAs has been successfully completed. Furthermore, upon screening of these Smart-siRNA constructs, their gene silencing (potency) was found to be retained and furthermore comparable to the native siRNA constructs. This is an important development, confirming that the proprietary chemistry applied when developing the Smart-siRNAs did not compromise the efficacy and specificity of the panel of siRNA constructs.

The Smart-siRNA constructs have been designed with the final phase of the dual gene therapy program in mind, where the construct's biostability will be essential for assessment in preclinical (mice) models of type 2 diabetes and obesity.

PreveCeutical's President and Chief Science Officer, Dr. Mak Jawadekar stated, "We are pleased with the latest Smart-siRNA screening results, which show a great promise in retention of the siRNA's stability and no apparent changes in their potency. We look forward to further progressing our dual gene therapy research program."

About PreveCeutical

PreveCeutical is a health sciences company that develops innovative options for preventive and curative 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 type 2 diabetes and obesity; a soluble gel drug delivery program; 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).

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

On Behalf of the Board of Directors

"Dr. Makarand (Mak) Jawadekar"
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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 statements regarding beliefs, plans, expectations and orientations regarding the future including, without limitation, matters related to the Company's current and planned research and development programs, including the dual gene therapy program, the efficacy of the series of lead siRNA constructs and the efficacy, biostability and potency of the Smart-siRNAs, the Company's anticipated business plans and its prospect of success in executing its proposed plans. Often, but not always, forward-looking statements can be identified by words such as "will", "plans", "expects", "may", "intends", "anticipates", "believes", "proposes" 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. Forward looking statements are based on certain assumptions regarding the Company, including expected growth, results of operations, performance, industry trends and growth opportunities, and that the Company will be able to obtain the financing required to carry out its planned future activities,

retain and attract qualified research personnel and obtain and/or maintain the necessary intellectual property rights it needs to carry out its future business activities. 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, commercialise therapeutic and diagnostic technologies, execute its proposed business plans, complete its research and product development programs as planned, including the dual gene therapy program, and obtain the 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 industries 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, intentions and assumptions contained in this news release are reasonable, there can be no assurance that those statements, beliefs, plans, expectations intentions or assumptions 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.



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