

Entheon Biomedical Hires ClearTV Executive as VP of Digital Experience Entertainment Veteran Jonna Birgans to Oversee Digital and VR Content Development

Vancouver, British Columbia--(Newsfile Corp. - February 4, 2021) - Entheon Biomedical Corp. (CSE: ENBI) (OTC PINK: ENTBF) (FSE: 1XU1) ("**Entheon**" or the "**Company**"), a biotechnology company focused on developing psychedelic medicines to treat addiction, is pleased to announce the appointment of Jonna Birgans, a highly experienced media executive and producer, as Vice President of Digital Experience.

Mrs. Birgans' significant depth of experience spans wide across the media and entertainment sectors; from creating content and overseeing major media productions for companies including Game Show Network, Studio USA, MTV/Viacom, Animal Planet and Billboard Music; to producing live events for brands such as Honda, Lexus and Amgen. She has also managed programming strategy for several Fortune 500 companies, including Walmart, Best Buy and Taco Bell. Mrs. Birgans currently serves as Executive Vice President, Media Strategy & Business Development for ClearTV Media.

Joining Entheon as VP of Digital Experience, Mrs. Birgans will oversee and coordinate the creation of audio-visual and virtual reality (VR) based experiences designed to enhance and modify the psychedelic therapy experience, while also leading the production of original company media content.

"We would like to extend a warm welcome to Jonna, who brings a dynamic creativity and wealth of knowledge to the Entheon team. We look forward to leveraging Jonna's expertise managing media projects and producing high-quality content, in the coordination and production of immersive digital experiences, utilizing VR and unique soundscapes that support, assist and improve the psychedelic therapy experience," said Chief Executive Officer, Timothy Ko. "That an executive of Mrs. Birgan's caliber and experience has joined our team is also a reflection of growing awareness, interest and acceptance of the treatment potential of psychedelics, and Entheon's role within this growing ecosystem."

About Entheon Biomedical Corp.

Entheon is a biotechnology research and development company committed to developing and commercializing a portfolio of safe and effective N,N-dimethyltryptamine based psychedelic therapeutic products ("**DMT Products**") for the purposes of treating addiction and substance use disorders. Subject to obtaining all requisite regulatory approvals and permits, Entheon intends to generate revenue through the sale of its DMT Products to physicians, clinics and licensed psychiatrists in the United States, certain countries in the European Union and throughout Canada.

About Jonna Birgans

A seasoned media professional who has worked both as a Producer and an Executive for over two decades, Mrs. Birgans has created programming strategies and produced exclusive content for fortune 500 companies like Walmart, Best Buy, Taco Bell as well as major US airports. For Television Mrs. Birgans has created original programming as well as interactive digital content for powerhouse entertainment brands such as The Game Show Network, Studios USA, MTV/ Viacom, Animal Planet and Billboard Music.

Mrs. Birgans has also Produced numerous music videos for record labels like Warner Music Group, SONY, Universal Music Group and So So Def. In gaming, Jonna spearheaded FANDOM SPORTS, now FANDOM ESPORTS, a Canadian Public Company, as President, Chief Content Officer and Director,

naming and launching the interactive sports app.

On Behalf of the Board of Directors,

"Timothy Ko"

Timothy Ko, CEO

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Forward-looking statements and information are provided for the purpose of providing information about the current expectations and plans of management of the Company relating to the future. Readers are cautioned that reliance on such statements and information may not be appropriate for other purposes, such as making investment decisions. Since forward-looking statements and information address future events and conditions, by their very nature they involve inherent risks and uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to, the Company's ability to raise further capital and the Company's ability to obtain regulatory and exchange approvals. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive. The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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