



FOR IMMEDIATE RELEASE

News Release

January 14, 2019

PreveCeutical Provides Update on the Dual Gene Therapy Program

Vancouver, British Columbia: PreveCeutical Medical Inc. (the “Company” or “PreveCeutical”) (CSE: PREV, OTCQB: PRVCF, FSE: 18H), 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.

The design process involves strategic interchanging of individual nucleic acids across over 20 positions within regions of interest in the siRNA. The first series of siRNA constructs derived from this process were subsequently synthesised, purified and assessed for their ability to reduce expression of the Company’s target gene in disease-specific cell-based models.

Through this meticulous process PreveCeutical has identified no less than four novel siRNA constructs each of which preferentially targets the gene of interest, while reducing its expression by no less than 80% compared to a random siRNA (control) sequence. This is an important development setting the Company on the path to create a series of lead siRNA constructs, with the goal of employing innovative design strategies, which enhance their gene targeting specificity and biostability, while maintaining their exceptional gene silencing capacity.

PreveCeutical’s Chief Research Officer, Dr. Harendra Parekh commented, “This is an important development in our dual gene therapy program, as the identified sequences are a fundamental piece in the gene therapy approach to potential applications for diabetes and obesity, representing the ‘medicine’ component of the proposed therapy. With the blueprint for novel, potent sequences in-hand we can now focus our efforts on refining them to improve characteristics important to their potency *in vivo*.”

In parallel, advances are also being made in the delivery of siRNA through the use of the Company’s non-viral bio-responsive gene carrier systems, and an update on their performance will be provided in due course.

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).

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. This product is available on the Company's website.

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

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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 for curative and prevention therapies for type 2 diabetes and obesity, the creation and efficacy of a series of lead siRNA constructs, 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 “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. Actual results could also 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, pursue business partnerships, complete its research and product development programs as planned 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 healthcare and cannabis industries in Canada 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.