



**M PHARMACEUTICAL INC. ANNOUNCES STRATEGY TO SEEK DISTRIBUTION PARTNERS
FOR THEIR PATENTED TECHNOLOGIES TO DELIVER PHYTOESTROGENS
FOR THE TREATMENT OF THE SYMPTOMS OF MENOPAUSE**

VANCOUVER, B.C., CANADA (January 24, 2017) - **M Pharmaceutical Inc.** (CSE: MQ, OTCQB: MPHMF, FWB: T3F2), (the "Company" or "M Pharma"), announced today as part of its planned acquisition of 40 J's, that it will immediately seek marketing and distribution partnerships for the patented and proprietary topical products for the relief of menopausal symptoms that will be part of the assets being acquired. There are approximately 65 million women in North America currently nearing or experiencing menopause.

"Menopause is a natural occurrence in women brought about by the decline of the secretion of hormones by a women's body. In many instances, hormone replacement therapy (HRT) is a standard medical treatment for these symptoms, but the strong synthetic hormones prescribed for HRT often lead to many undesirable side effects," said Gary Thompson, President & CEO of M Pharmaceutical USA.

"Our product's innovative topical formulation of menthol and L-arginine, paired with other key, naturally occurring phytoestrogens, has been shown to improve the symptoms of menopause without the unwanted side effects sometimes associated with standard HRT treatments. Our goal is to have distribution contracts in place and product shipping by mid-summer," said Mr. Thompson.

Formed in early 2015, **M Pharmaceutical Inc.** is a clinical-stage company developing innovative technologies for obesity and weight management. In addition to its recent acquisition of **C-103**, a reformulation of orlistat from Chelatexx, LLC, the Company will focus on the development of its **Trimeo** capsules, temporary controllable pseudobezoars for non-invasive gastric volume reduction for the treatment of obesity, for which it has exclusive rights. The Company has also recently acquired an FDA cleared fertility product branded as **ToConceive** that represents its first offering in the women's health field.

M Pharma trades on the Canadian Securities Exchange (CSE) under the ticker symbol "MQ" as well as on the OTCQB as "MPHMF" and FWB (Frankfurt Stock Exchange) as "T3F2."

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Notice regarding Forward Looking Statements: This news release contains forward-looking statements. The use of any of the words "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "believe" and similar expressions are intended to identify forward-looking statements. Although the Company believes that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. This news release includes forward-looking statements with respect to the regulatory approval, commercialization

of the rights to the Company's biomedical & drug technologies, and acquisition of new products. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and uncertainties. These statements speak only as of the date of this news release. Actual results could differ materially from those currently anticipated due to a number of factors and risks including various risk factors discussed in the Company's disclosure documents which can be found under the Company's profile on www.sedar.com and the Company's filings to the CSE at www.cnsx.ca. Such risk factors may cause the inability of the Company to successfully commercialize any of its biomedical technologies.

Notice regarding investigational devices: C-103 and Trimeo are investigational drugs or devices and are not currently available outside of approved clinical trials. Claims regarding the safety and efficacy of these devices have not been evaluated by Health Canada, the U.S. Food and Drug Administration, or any other international regulatory body.