Callitas Health, Inc. Receives Full US Patent Grant for Treatment for Male Infertility (and Sub-Fertility)

CINCINNATI, OH, (July 24, 2018) – **Callitas Health Inc.** (CSE: LILY, OTCQB: MPHMF, FWB: T3F2), (the "Company" or "Callitas") an integrated clinical-stage pharmaceutical development and OTC consumer goods marketing company, announced today that the United States Patent and Trademark Office (USPTO) has granted US Patent #10,004,697 for the Company's patent application for In Vivo Sperm Selection for Treating Male Infertility. This patent grant expands the Company's IP portfolio while extending the patent-protected formula and uses of the ToConceive product when treating treat male infertility (or sub-fertility) caused by a reduced number of normal, functional sperm in the male partner.

The full grant of this new patent by the USPTO advances our mission to help couples trying to conceive, whether they're dealing with male or female infertility or a combination of the two.

"Male infertility (or sub-fertility) has not received the attention it should," said James Thompson, President and CEO. "Statistics indicate nearly two-thirds of all infertility challenges are linked back to the man and can be further challenged by a lack of lubrication from the woman." He added, "This patent grant strengthens the core intellectual property assets of our ToConceive brand and reinforces Callitas' commitment to female sexual health and wellness, as well as male infertility (subfertility), and aiding couples trying to conceive."

The Company plans to expand its intellectual property portfolio with additional divisional applications from this current patent grant, as well as additional patents in the female fertility and sexual wellness space in the future.

About Callitas Health

Formed in early 2015, **Callitas Health Inc.** is a clinical-stage company developing innovative technologies for obesity, weight management and female health & wellness. In addition to its recent acquisitions of **C-103**, a reformulation of Orlistat, **Extrinsa** and assets from 40J's LLC, the Company successfully launched **ToConceive** in North America as a clinically proven option for couples struggling with the inability to conceive. www.toconceive.com. Callitas Health Inc. trades on the Canadian Securities Exchange (CSE) under the ticker symbol "LILY" 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 and the commercialization of the rights to the Company's biomedical & drug technologies. 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: CannaStrips, C-103 and Extrinsa 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.