

Callitas Health Signs Letter of Intent with NuEthix, LLC to Supply Cannastrip Technology in Nutrition and Fitness Segment

CINCINNATI, OH, February 7, 2019 – Callitas Health Inc., (CSE: LILY, OTCQB: MPHMF, FWB: T3F3), (the “Company” or “Callitas”) an integrated clinical-stage pharmaceutical development, OTC consumer goods marketing and cannabis delivery development company, announced today that it has signed a letter of intent with NuEthix, LLC to manufacture and supply proprietary formulations of CannaStrip products for retail sale in the United States through the nutrition and fitness channel.

"The Callitas sublingual CBD is a very exciting product that is perfectly in line with our mission of offering only high-quality products that provide true therapeutic benefits for our customers," said Stephaney Theobald, co-owner and CFO of NuEthix, LLC. "We have a passion for helping others and our main goal is to help them feel better. We feel strongly that this new product will allow us to provide another avenue to accomplish this."

Callitas, which focuses on developing innovative technologies for both OTC and drug markets, is focused on bringing pharmaceutical best practices to the cannabis space through controlled dosing, improved bioavailability and advanced manufacturing techniques. The Company also develops ground-breaking technologies for weight management and female health and wellness.

"Our agreement with NuEthix for CannaStrips in the nutrition and fitness segment is just one more step toward making Callitas a stronger player in the rapidly expanding cannabinoid market," said James M. Thompson, CEO of Callitas. "We're looking forward to this mutually-beneficial partnership and working with NuEthix to develop advanced, proprietary formulations of the CannaStrip technology for their customers."

About NuEthix, LLC: NuEthix Formulations is a supplement company located in Cincinnati, OH, based on 4 principles of integrity, truth, honesty and transparency; our motto is Unifying Health and Performance. The owners are Jason Theobald of Scoobyprep.com, Stephaney Theobald of Nattynutrition.com and Vince Pitstick with Nutrition Dynamic. Together they have over 40 years experience in the fitness industry working with top level athletes. They have seen what issues arise in athletes who push themselves to be the best, and it was analyzing these very issues that created the need for a nutraceutical company who blends foundational health with performance. They knew they could bring products to market to help not only their clients be successful, but everyone else as well. Currently they have a line of 10 products that works as a system to improve foundational health, www.nuethix.com.

About Callitas Health: Formed in early 2015, Callitas Health Inc. is an integrated clinical-stage pharmaceutical development, OTC consumer goods marketing and cannabis delivery development company, focused on developing innovative technologies for weight management, female sexual health and wellness, cannabis delivery technologies and other proprietary drugs. 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), and is in the research and development and business development process for its other OTC products, CannaStrips and orphan drug technologies. For more information visit www.callitas.com.

Contacts:

Callitas Health:

James Thompson, CEO, or

Callitas Investor Relations

Phone: +1 (859) 868-3131

TraDigitalIR:

Investor Relations – Kevin McGrath, Managing Director

Phone: +1 (646) 418-7002

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Notice regarding investigational devices: CannaMint Strips, 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. Neither the Canadian Securities Exchange nor its Regulation Service Provider (as that term is defined in the policies of the Canadian Securities Exchange) accepts responsibility for the adequacy or accuracy of this release.

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Securities Exchange Act of 1934, as amended. These statements involve a high degree of risk and uncertainty, are predictions only and actual events or results may differ materially from those projected in such forward-looking statements.