



For Immediate Release

**Avivagen Announces Attendance
At AlphaNorth Capital Conference January 16 & 17, 2015**

Ottawa, ON / TNW-Accesswire / Jan 16 2015 / – Avivagen Inc. (TSXV: VIV), a wellness company developing and delivering products that support and enhance the health and quality of life for animals and the people who care for them, announces that it will be attending the AlphaNorth Capital Conference on January 16th and 17th, 2015.

This investor conference has been created by AlphaNorth Asset Management (AlphaNorth), a Toronto-based investment manager that believes superior long term equity returns are achievable by exploiting inefficiencies in the Canadian small cap universe through careful equity selection. Further information about AlphaNorth is available at www.alphanorthasset.com.

Attendance at the investor conference is by invitation and it is intended to feature some of the best small capitalization innovators in the technology, biotech, healthcare and special situations spaces and connect them with the top institutions and specialist brokers in North America. The conference takes place at the Atlantis Resort on Paradise Island in the Bahamas, with further information available at www.capitaleventmanagement.ca/ACC/index.html.

Avivagen's CEO, Cameron Groome, is scheduled for a day of 20 meetings on Saturday, January 17th, 2015. The meetings will start at 9:00 AM Eastern Time (UTC-05:00) and each meeting will be of 20 minutes duration. The corporate PowerPoint presentation to which Mr. Groome will be speaking will be posted to the Avivagen website on Friday morning, January 16th, 2015.

Attendance at such investor conferences provides a forum to communicate with current and prospective shareholders. Effective shareholder communications can help to optimize the trading liquidity of Avivagen shares and to ensure their efficient valuation by capital markets.

About Avivagen Inc.

Avivagen Inc. is a publicly-listed life sciences company trading on the TSX Venture Exchange under the ticker symbol "VIV" and on OTC Pink as "CHEXF." The Company's goal is to develop and deliver scientifically-proven solutions that benefit companion and production animals by employing natural mechanisms for maintaining good health. Target markets include Livestock Productivity and Pet Wellness.

Avivagen is based in partnership facilities of the National Research Council of Canada (NRC) - in Ottawa, Ontario and Charlottetown, Prince Edward Island. For more information, visit www.avivagen.com.

About OxC-beta

Avivagen's proprietary and patent-protected technology is based on its discoveries concerning carotenoid antioxidants. The novel natural compounds discovered by Avivagen support the body's own systems to maintain and enhance health, by supporting immune function and calming excess inflammation. Avivagen's commercial-stage application of its technology is Fully-Oxidized beta-Carotene (OxC-beta). OxC-beta compounds occur naturally as carotenoid oxidation products in vegetation, but in minute amounts. They have been developed to support the health of companion animals and for use in the global food animal market.

Research results indicate OxC-beta supports innate immune function and reduces late-stage inflammation, which can help maintain good health. In pets, OxC-beta supports overall vitality and energy, mobility and joint function, skin, coat and gut. Results observed in food animals have included healthier growth, more efficient utilization of feed and decreased morbidity. In food animals, it is intended that use of OxC-beta avoids the feeding of antibiotics. Avivagen's commercial products are OxC-beta™ Livestock, Vivamune™ Health Chews and Oximunol™ Chewables.

About OxC-beta™ Livestock

OxC-beta™ Livestock is available as a 10% pre-mix sold in 1.0 or 5.0 Kg quantities for parts-per-million addition to animal feeds, in accordance with Avivagen or producer-developed protocols. In past studies, OxC-beta™ Livestock has been shown to support health or growth in species such as chicken, pigs, cattle and fish. OxC-beta™ Livestock is currently available for commercial sale in the Kingdom of Thailand.

About Vivamune™ Health Chews – For dogs and cats

Vivamune™ Health Chews, containing Avivagen's proprietary active ingredients, are scientifically-formulated chews for dogs and cats. Vivamune™ Health Chews work with a pet's own immune system to maintain overall health and well-being. They are sold in re-sealable packages of 30 chews and are currently available in the United States by ordering on-line at www.vivamunehealth.com.

About Oximunol™ Chewables – For dogs

Oximunol™ Chewables are scientifically-formulated chewable tablets that contain Avivagen's proprietary, patented active ingredient OxC-beta. OxC-beta has been shown to stimulate innate cellular immunity and may thereby help to maintain overall health and well-being. Oximunol™ Chewables are distributed by Bayer Healthcare LLC and are available through veterinarians for dogs of all ages in the United States.

Permanent Non-Surgical Sterilization of Female Mammals

Avivagen has optioned worldwide exclusive rights to a technology for the permanent and non-surgical sterilization of female mammals. A proof-of-concept trial in an indicative species has been started in order to demonstrate whether the technology appears to be safe and effective. It is expected that a patent application covering World Trade Organization countries will be pursued and that further information will be made available when that patent application is published or as otherwise deemed prudent or required.

Forward Looking Statements

This news release includes certain forward-looking statements that are based upon the current expectations of management. Forward-looking statements involve risks and uncertainties associated with the business of Avivagen Inc. and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "aim", "anticipate", "appear", "believe", "could", "estimate", "expect", "if", "intend", "goal", "hope", "likely", "may", "plan", "possibly", "potentially", "seem", "should", "whether", "will", "would" and similar expressions. Statements about the benefits of shareholder communications, uses of the technologies described in this news release, including their importance to animal or human health, their safety, efficacy or affordability, are all forward looking statements. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. Such Avivagen risks and uncertainties include, but are not limited to, the following: its ability to continue as a going concern; the results of ongoing livestock trials may not be positive or sufficiently positive; even if the results of livestock trials are positive, there is no guarantee that its products will be commercially successful or that requisite regulatory approvals will be obtained; the timing and results of livestock trials may be delayed or may not be completed at all; and intellectual property rights may prove inadequate to protect its inventions. Accordingly, readers should not place undue reliance on forward-looking statements. Except as required by law, Avivagen assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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