



For Immediate Release

Avivagen Announces Launch of New Consumer-Friendly E-Commerce Website

Ottawa, ON / TNW-Accesswire / Mar 23 2015 / – Avivagen Inc. (TSXV: VIV, OTC Pink: CHEXF), a life sciences company that develops and delivers products that support and enhance the health of livestock, pets and people, announces the launch of its new consumer-friendly e-commerce website.

The new website, www.vivamunehealth.com, promotes Vivamune™ Vital Health³ – Avivagen's direct-to-consumer companion animal product line for dogs and cats. Vivamune™ Vital Health³ is currently available for sale in the United States.

The new website reflects the recent evolution of the Vivamune™ brand, including a new logo, product packaging and supporting marketing materials. The website has been redesigned to appeal to pet parents by showcasing the innovation and rigorous scientific research behind the development of the active ingredient, OxC-beta™, and the Vivamune™ Vital Health³ product line.

Tracy Gillett, a veterinarian and Marketing Manager for Avivagen, explains the objectives of these changes, "We want our customers to know that we understand pets are a greatly-valued part of the family and deserve the very best to enhance their health and well-being. We believe Avivagen has developed an exceptional active ingredient in OxC-beta. There is simply nothing else like it. We therefore want our website to showcase the benefits of our novel natural products and at the same time give customers a seamless online buying experience."

Dr. Graham Burton, co-inventor of OxC-beta™ and Avivagen's Director of Commercialization Science also commented with respect to its health benefits for pets, "After having three peer-reviewed journal articles published in 2014, we are now hard at work on further manuscripts about our OxC-beta research. One such article will detail the results of our canine studies, intended for peer review and publication in 2015."

In addition to fresh design elements, the new Vivamune™ Vital Health³ website provides "live chat" capability, is designed to interact with mobile devices and contains blog features that increase customer engagement opportunities – so pet parents can more readily share their product experiences. The new website can be found at www.vivamunehealth.com and Avivagen encourages customers and shareholders to visit the site and provide their feedback.

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™ fully-oxidized beta-carotene ("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. The commercial-stage application

of its technology is fully-oxidized beta-carotene. Fully-oxidized beta-carotene compounds occur naturally as carotenoid oxidation products in vegetation, but in minute amounts. They have been developed to support companion animal health 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, energy, mobility, joint function, and health of 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 (Kingdom of Thailand), Vivamune™ Vital Health³ Chews (United States) and Oximunol™ Chewable Tablets (United States).

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 protocols developed by Avivagen or producers. 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™ Vital Health³ Chews – For dogs and cats

Vivamune™ Vital Health³ Chews, containing Avivagen's proprietary active ingredients, are scientifically-formulated chews for dogs and cats. Vivamune™ Vital Health³ 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™ Chewable Tablets – For dogs

Oximunol™ Chewable Tablets 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™ Chewable Tablets were previously distributed by Bayer Healthcare LLC in the United States and Avivagen is now working to identify a new partner through which to distribute this product to veterinarians for dogs of all ages.

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. Proof-of-concept work is ongoing 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 "appear", "believe", "could", "expect", "intend", "goal", "may", "should", "understand", "whether", "will", and similar expressions. Statements about products or technologies described in this news release, including their importance to animal or human health, their novelty, safety, efficacy or affordability, and whether the appeal or function of the referenced website has been enhanced are all forward looking statements. These forward-looking statements are subject to 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 trials may not be positive or sufficiently positive; even if the results of trials are positive, there is no guarantee that its products will be commercially successful or that requisite regulatory approvals will be obtained; the timing of trial may be delayed or 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.

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