



For Immediate Release

**Avivagen Announces Poultry Trial Agreement
With Institute of Agro-food Research and Technology of Catalonia**

Ottawa, ON / TNW-Accesswire / Aug 10 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 an agreement with the Institute of Agro-food Research and Technology of Catalonia, Spain (IRTA) to conduct a trial of OxC-beta as a feed additive for broiler poultry.

The trial will test the efficacy of OxC-beta to favorably affect a) production, performance, and welfare of healthy broiler chickens and b) the characteristics of broiler-derived food products. Birds will be reared under typical European commercial production conditions and OxC-beta will be tested across the full post-hatching growth cycle. The response to the addition of OxC-beta into feed will be recorded via measurement of a series of health and commercial measures. Such measures will include, but not be limited to, final body weight, average daily weight gain, feed conversion ratio, and gut morphology.

The trial is entitled "Effect of Oxicarotenoids on Performance, Intestinal Morphology and Immunological Indicators in Broiler Chickens." Its testing of OxC-beta will include 4 study arms: a negative control group, a positive control group and two feeding-levels of OxC-beta™ Livestock. The trial was designed by Dr. Enric Esteve-Garcia, Director of Monogastric Nutrition at IRTA, and Avivagen consultants and executives. The trial, which will be conducted by IRTA in accordance with Good Clinical Practice (GCP) standards at its facilities, is expected to be completed in 2015 and is intended to help support registrations for use in broiler chickens.

IRTA is a research institute owned by the Government of Catalonia, Spain. Its general objectives are to promote R&D in the area of agri-food and facilitate the transfer of scientific advances in collaboration with both the public and private sectors. IRTA's mission is to contribute to improving all areas of activity related to the supply of healthy, high-quality foodstuffs to end consumers, while also contributing to enhancing food safety and the health and well-being of the population. More information about IRTA is available at www.irta.cat.

Dr. Jamie Nickerson, Avivagen's Director, Product Validation, commented on Avivagen's objectives with respect to this trial "Previously, OxC-beta has been tested for its effects on broilers challenged by a common subclinical disease and on healthy broilers reared under North American conditions. The current trial should extend those prior trial results by confirming the ability of OxC-beta to improve performance of healthy broilers in a European production setting. Commercial broiler practices result in a substantial level of background stress that is unrelated to pathogens, which can lower productivity. We aim to determine whether OxC-beta demonstrates utility in enhancing the performance of typical European production systems."

Cameron Groome, CEO and President of Avivagen provided further perspectives, "We've already shown that OxC-beta benefits broilers in North American production conditions and broilers facing pathogen problems in both North America and Asia. A positive result from this European broiler trial would further broaden the commercial utility of OxC-beta for the poultry industry."

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.

Avivagen's 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 and energy, mobility and joint function, and skin, coat and gut health. 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 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™ 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 help it 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 distributed by a multinational animal health company in the United States and Avivagen is now working to identify a new partner through which to distribute 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 covering World Trade Organization countries will be pursued and further information will be disclosed when a 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”, “consider”, “could”, “estimate”, “expect”, “if”, “intend”, “goal”, “hope”, “likely”, “may”, “plan”, “possibly”, “potentially”, “pursue”, “seem”, “should”, “whether”, “will”, “would” and similar expressions. Statements about uses of the technologies described in this news release, including their importance to animal or human health, their novelty, safety, efficacy or affordability, whether trial conditions are typical, when the trial will be completed, whether the trial will help support product registration, descriptions of IRTA or its mandate, what the referenced trial may accomplish and what utility OxC-beta has demonstrated or may demonstrate in poultry, 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 or future 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 and results of 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.

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