

Avivagen Director Aubrey Dan Named Member of the Order of Canada

OTTAWA, Ontario & TORONTO--(BUSINESS WIRE)--July 23, 2019--Avivagen (TSXV:VIV) ("Avivagen" or the Corporation), a life sciences innovation company with a series of patent protected products that support and optimize human and animal health, is pleased to announce that Mr. Aubrey Dan has been named a Member of the Order of Canada. Mr. Dan joined the Avivagen Board of Directors in November, 2017.

"Aubrey has been an invaluable member of the Avivagen Board of Directors, and embodies the integrity, accomplishment and acumen that the Order of Canada is committed to recognizing," said Kym Anthony, Chief Executive Officer, Avivagen Inc. "Aubrey's appointment rightfully acknowledges not only his significant achievements in the world of finance, but also his considerable philanthropic generosity in the areas of health care, education and the arts. Avivagen congratulates Aubrey on this most prestigious and deserved recognition."

Created in 1967, the **Order of Canada** is one of the country's highest honours. Presented by the governor general, the Order honours those whose service shapes Canadian society, whose innovations ignite Canadian's imaginations, and whose compassion unites Canadian communities. Appointments are made by the governor general on the recommendation of the Advisory Council for the Order of Canada.

A businessman, philanthropist, impresario and Tony-Award® winning theatre producer (MEMPHIS), Mr. Dan is also the Principal of the **Dancap Family Investment Office**, that focuses on alternative assets, such as private equity, private debt, infrastructure, hedge funds, as well as traditional assets, including public equities, fixed income and real estate. He is also Co-Founder & Executive Chairman of EmpowerPharm Inc, a pharmaceutical company www.empowerpharm.ca

Following his graduation from Western University in 1985, Aubrey joined Novopharm Limited, one of the largest generic drug manufacturers in Canada, in the role of a sales representative and then progressing to Director of Sales. He later served as President of Wampole Canada Inc., a Novopharm subsidiary. Wampole is a herbal supplement and vitamin manufacturer.

Additional Information about Mr. Aubrey Dan:

Aubrey is a generous philanthropist, donating substantial amounts, primarily to health and education charities, and other worthy causes.

Together with his wife Marla, the Dans have donated to organizations which include: Sunnybrook Foundation for the Aubrey & Marla Dan Centre for Women and Babies; University of Western Ontario to the DAN Department of Management and Organizational Studies; Baycrest Centre Foundation (in on honor Marla's father), Reuben Cipin Healthy Living Community; Judy Dan Research and Treatment Centre (named in memory of Dan's mother who passed away in 1995 due to Diabetic complications); University of Toronto, Leslie Dan Facility of Pharmacy (in honour of his father).

The Dans have also made significant donations at Queen's University for the Dan School of Drama and Music, as well as to the Tel Aviv University for the Dan Department of Communication.

Mr. Dan received an honorary Doctorate of Laws Degree (honoris causa) from Assumption University in 2008 and from Western University in 2018, and a Professional Achievement Award from Western University in 2015. He is a Governor at Tel Aviv University.

About Avivagen

Avivagen is a life sciences corporation focused on developing and commercializing products for livestock, companion animal and human applications that, by safely supporting immune function, promote general health and performance. It is a public corporation traded on the TSX Venture Exchange under the symbol VIV and is headquartered in Ottawa, Canada, based in partnership facilities of the National Research Council of Canada and Charlottetown, Prince Edward Island. For more information, visit www.avivagen.com. The contents of the website are expressly not incorporated by reference in this press release.

About OxC-beta™ Technology

Avivagen's OxC-beta™ technology is derived from Avivagen discoveries about carotenoids, compounds that give certain fruits and vegetables their bright colours, and is a non-antibiotic means of maintaining optimal health and growth.

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