SIRONA RETAINS MOMENTUM PUBLIC RELATIONS INC. FOR INVESTOR RELATIONS

Vancouver, British Columbia – September 1, 2015 – Sirona Biochem Corp. (TSX-V: SBM, Frankfurt: ZSB), (the "**Company**") is pleased to announce that it has retained Momentum Public Relations Inc. ("**MomentumPR**") to provide investor relations services to the Company.

MomentumPR, a Quebec based public relations firm, will assist the Company in increasing public awareness by managing the Company's corporate communications and marketing activities and facilitating dialogue with the Company's shareholders, finance professionals, analysts and media contacts.

Mr. Max Gagné, MomentumPR's President, commented: "Sirona Biochem is in my opinion one of the most promising young biochem companies available on the market. Their proprietary platform of carbohydrate-based molecules has attracted world leaders in the pharma/cosmetic space such as Valeant Pharmaceuticals. The opportunities with their skin lighteners and anti-aging compounds alone are enormous. We are excited to be joining forces with Sirona and believe the opportunity represents great promise for shareholders."

The agreement with Momentum is for a term of twelve months at $4,500 per month. The Company has also agreed to issue to Momentum stock options in the amount of 450,000 shares at an exercise price of $0.165 per share. The options will be subject to vesting pursuant to the terms of the Company's stock option plan. The agreement is subject to the acceptance of the TSX Venture Exchange.

About MomentumPR

MomentumPR is a cutting edge public and investor relations consulting agency representing companies within the Canadian investment community. Its services are tailored to meet the needs of small, microcap and medium size corporations. MomentumPR's focus is on building and driving new brand awareness, cultivating new audience interest and disseminating target market messaging on behalf of client companies and their valued shareholders.

About Sirona Biochem

Sirona Biochem is a cosmetic ingredient and drug discovery company with a proprietary technology platform developed at its laboratory facility in France. The Company specializes in the stabilization of carbohydrate molecules, with the goal of improving compounds' efficacy and safety. Sirona Biochem's compounds are patented as new chemical entities for maximum commercial protection and revenue potential. Newly developed compounds are licensed to leading companies around the world in return for licensing and milestone fees and ongoing royalty payments. TFChem, Sirona Biochem's wholly-owned French laboratory, is a recipient of multiple French national scientific awards and a European Union and French government grant. For more information visit www.sironabiochem.com.

For more information regarding this press release, contact:
Christopher Hopton, CFO
Sirona Biochem Corp.
Phone: 1.604.282.6064
Email: chopton@sironabiochem.com

Sirona Biochem cautions you that statements included in this press release that are not a description of historical facts may be forward-looking statements. Forward-looking statements are only predictions based upon current expectations and involve known and unknown risks and uncertainties. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of release of the relevant information, unless explicitly stated otherwise. Actual results, performance or achievement could differ materially from those expressed in, or implied by, Sirona Biochem's forward-looking statements due to the risks and uncertainties inherent in Sirona Biochem's business including, without limitation, statements about: the progress and timing of its clinical trials; difficulties or delays in development, testing, obtaining regulatory approval, producing and marketing its products; unexpected adverse side effects or inadequate therapeutic efficacy of its products that could delay or prevent product development or commercialization; the scope and validity of patent protection for its products; competition from other pharmaceutical or biotechnology companies; and its ability to obtain additional financing to support its operations. Sirona Biochem does not assume any obligation to update any forward-looking statements except as required by law.