

Liberty Biopharma Launches New Marketing Website

October 3, 2016 – Richmond, British Columbia: Liberty Biopharma Inc. (“Liberty” or “Company”) has launched a new marketing website (libertybiopharma.com). The design of the website features a bright, modern interface and user-friendly navigational experience.

The new website includes a news blog, which will communicate new features and products from Liberty's research, case studies and clinical trials. The blog will also highlight current technology and innovation in regard to developments in clinical applications of adipose stem cells.

Investor relations contacts and corporate information will still be found for Avagenesis Corp. at www.avagenesis.com and for Avapecia Life Sciences Corp. at www.avapecia.com.

About Liberty Biopharma Inc.

Liberty is a wholly-owned subsidiary of Avapecia Life Sciences Corp. (CSE: VVS) (“Avapecia”) responsible for the worldwide marketing of the Avagenesis Corp. (TSXV: VVA) (“Avagenesis”) and Avapecia standardized adipose stem cell therapy isolation and enrichment platform. Any cash flow streams from activities will be accounted for and allocated to whichever of Avagenesis or Avapecia holds the intellectual property for the specific medical indication, condition and market from which the cash flow is derived.

Neither the TSX Venture Exchange or the Canadian Securities Exchange nor their respective regulation services providers (as that term is defined in their respective policies) accepts responsibility for the adequacy or accuracy of this press release.

Cautionary Statements

Certain statements contained in this press release constitute forward-looking information. These statements relate to future events or future performance. The use of any of the words "could", "intend", "expect", "believe", "will", "projected", "likely", "estimated" and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on current belief or assumptions as to the outcome and timing of such future events. Actual future results and developments may differ materially from those contemplated by these statements depending on, among other things, the risk that the Company may not successfully transition to a clinical stage company and successfully execute its development and commercialization activities. Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information. Those assumptions and factors are based on information currently available to the Company. Readers are cautioned that the above list of risk factors is not exhaustive. The forward-looking information contained in this press release is made as of the date hereof and the Company is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein.

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