

November 14, 2016



# Crystal Research Associates, LLC Issues Executive Informational Overview on Ceapro Inc.

NEW YORK, NY -- (Marketwired) -- 11/14/16 -- Crystal Research Associates, LLC announced today that it has issued an Executive Informational Overview<sup>®</sup> (EIO) on Ceapro Inc. (TSX VENTURE: CZO). The full 64-page report is available on Crystal Research Associates' website at [www.crystalra.com](http://www.crystalra.com).

Ceapro Inc. ("Ceapro" or "the Company") is a revenue-generating Canadian biotechnology company involved in the production and commercialization of botanically derived, biologically active compounds -- termed bioactives -- for human and animal healthcare markets. The Company's product portfolio is largely based on two oat compounds: beta glucan ( $\beta$ -glucan) and avenanthramides. To date, Ceapro's bioactives have been used as ingredients in multiple household products in the personal care and cosmetics industries, including in products from Aveeno<sup>®</sup>, Burt's Bees<sup>®</sup>, Nexxus<sup>®</sup>, RoC<sup>®</sup>, and Neutrogena<sup>®</sup>. Ceapro also markets veterinary therapeutic products in Asia through agreements with Daisen Sangyo Co. Ltd.

Going forward, the Company plans to leverage its proprietary manufacturing processes and technology platform -- Pressurized Gas eXpanded Liquid Technology (PGX) -- into its own product pipeline for the nutraceutical and pharmaceutical markets. This work, which augments Ceapro's profitable cosmeceutical operations, seeks to capitalize on the therapeutic properties of  $\beta$ -glucan and avenanthramides for a cholesterol reducer, a functional drink, and the treatment of exercise-induced inflammation, among other areas. On September 28, 2016, Ceapro announced the opening of a new, 30,000 sq. ft. manufacturing and research facility in Edmonton, and expects to complete the transfer of all manufacturing operations by the first quarter 2017.

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## **About Crystal Research Associates, LLC**

For the past decade, Crystal Research Associates, LLC ([www.crystalra.com](http://www.crystalra.com)) has successfully articulated the exceptional stories of small- and mid-cap companies to the Wall Street investor community. Our methods are well-established and diverse, from compiling and disseminating objective, factual information for both institutional and retail investor audiences to capitalizing on our expansive line of targeted distribution channels, which include industry-leading financial data and information providers. Our distribution efforts are accompanied by the use of prominent social media channels and by strategic and targeted

appearances on national news programs and print media.

Crystal Research Associates is led by Wall Street veterans, Jeffrey Kraws and Karen Goldfarb. Together, Kraws and Goldfarb have built a unique business model, capitalizing on decades of experience as an award-winning sell-side analyst team to produce institutional-quality industry and market research in a manner that is easily understood by investors and consumers. Our firm's approach has been proven successful over the years as our products are published and available on Bloomberg, Thomson Reuters/First Call, Capital IQ, FactSet, and scores of other popular forums.

### **Forward-Looking Safe Harbor Statement**

Statements in this news release regarding future financial and operating results, potential applications of the Company's technology, opportunities for the Company, and any other statements about the future expectations, beliefs, goals, plans, or prospects expressed constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Any statements that are not statements of historical fact (including statements containing the words "will," "believes," "plans," "anticipates," "expects," "estimates," and similar expressions) should also be considered forward-looking statements. There are a number of important factors that could cause actual results or events to differ materially from those indicated by such forward-looking statements, including limited operating history, need for future capital, and economic conditions generally. Additional information on potential factors that could affect results and other risks and uncertainties are detailed from time to time in the Company's periodic news and reports. Crystal Research Associates' compensation is a cash amount of forty thousand U.S. dollars and one hundred thousand options for its services in creating this report and for updates.

These statements, and other forward-looking statements, are not guarantees of future performance and involve risks and uncertainties. Crystal Research Associates assumes no obligation to update any of the forward-looking statements in this release.

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