

June 29, 2015



# **PharmaCyte Biotech's Cancer and Diabetes Treatments Airing Nationwide on Discovery Channel**

## **PharmaCyte Story to Reach More Than 96 Million U.S. Households on June 30**

SILVER SPRING, Md., June 29, 2015 (GLOBE NEWSWIRE) -- PharmaCyte Biotech, Inc. (OTCQB:PMCB), a clinical stage biotechnology company focused on developing targeted treatments for cancer and diabetes using its signature live-cell encapsulation technology, Cell-in-a-Box<sup>®</sup>, announced today that its technology and treatments will be featured on the Discovery Channel and ION Network tomorrow morning, June 30, 2015, from 7:00-7:30 a.m. EDT and PDT, except on DISH Network which airs using the EDT time zone. PharmaCyte Biotech's story will air on Discovery Channel and ION Network's news magazine series "NewsWatch," a source for breaking consumer, technology, travel, health and entertainment news since 1990.

NewsWatch, based in the Washington, DC area, airs nationwide in the U.S. and can be seen in virtually every market throughout the country. Each edition of NewsWatch reaches more than 96 million U.S. households. Over 700 million people have viewed the NewsWatch series, making it one of the most successful independently produced news magazines on television. NewsWatch will present PharmaCyte Biotech's story in "HealthWatch," a segment that provides viewers with the latest medical breakthroughs and newest medical advances that can improve their health.

PharmaCyte Biotech's Chief Executive Officer, Kenneth L. Waggoner, commented, "We have a great story, and when we were contacted by NewsWatch to present our technology and the targeted treatments we're developing for cancer and diabetes to their nationwide audience, we jumped at the opportunity. Our mission is about helping people. We can think of no better way to connect with people than to have our compelling story air on the Discovery Channel and ION Network and potentially be seen by the 96 million households they reach in the U.S."

Since the series began in 1990, NewsWatch has featured more than 10,000 individual stories on a wide range of subjects, including medical breakthroughs, finance, travel, new product introductions, public policy issues, entertainment, celebrities and numerous other topics.

### **About PharmaCyte Biotech**

PharmaCyte Biotech is a clinical stage biotechnology company focused on developing and preparing to commercialize treatments for cancer and diabetes based upon a proprietary cellulose-based live cell encapsulation technology known as Cell-in-a-Box<sup>®</sup>. This unique and patented technology will be used as a platform upon which treatments for several types of

cancer, including advanced, inoperable pancreatic cancer, and diabetes are being built. PharmaCyte Biotech's treatment for pancreatic cancer involves low doses of the well-known chemotherapy prodrug ifosfamide, together with encapsulated live cells, which convert ifosfamide into its active or "cancer-killing" form. These capsules are placed as close to the tumor as possible to enable the delivery of the highest levels of the cancer-killing drug at the source of the cancer. This "targeted chemotherapy" has proven remarkably effective in past clinical trials. PharmaCyte Biotech is also working towards improving the quality of life for patients with advanced pancreatic cancer and on treatments for other types of solid cancerous tumors.

In addition, PharmaCyte Biotech is developing treatments for cancer based upon chemical constituents of the *Cannabis* plant, known as cannabinoids. In doing so, PharmaCyte Biotech is examining ways to exploit the benefits of Cell-in-a-Box<sup>®</sup> technology in optimizing the anticancer effectiveness of cannabinoids, while minimizing or outright eliminating the debilitating side effects usually associated with cancer treatments. This provides PharmaCyte Biotech the rare opportunity to develop "green" approaches to fighting deadly diseases, such as cancer of the pancreas, brain and breast, which affect hundreds of thousands of individuals worldwide every year.

### **Safe Harbor**

This press release may contain forward-looking statements regarding PharmaCyte Biotech and its future events and results that involve inherent risks and uncertainties. The words "anticipate," "believe," "estimate," "expect," "intend," "plan" and similar expressions, as they relate to PharmaCyte Biotech or its management, are intended to identify forward-looking statements. Important factors, many of which are beyond the control of PharmaCyte Biotech, could cause actual results to differ materially from those set forth in the forward-looking statements. They include PharmaCyte's ability to continue as a going concern, delays or unsuccessful results in preclinical and clinical trials, flaws or defects regarding its product candidates, changes in relevant legislation or regulatory requirements, uncertainty of protection of PharmaCyte Biotech's intellectual property and PharmaCyte Biotech's continued ability to raise capital. PharmaCyte Biotech does not assume any obligation to update any of these forward-looking statements.

More information about PharmaCyte Biotech can be found at [www.PharmaCyte.com](http://www.PharmaCyte.com). It can also be obtained by contacting Investor Relations.

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