

June 30, 2015



# PharmaCyte Biotech Releases HealthWatch Segment Featured on Discovery Channel

SILVER SPRING, Md., June 30, 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 were featured on the Discovery Channel and ION Network this morning. Discovery Channel and ION Network's news magazine series, "NewsWatch," aired the company's story in a 3:42 "HealthWatch" segment that highlighted the companies efforts to bring both cancer and diabetes treatments to market.

For those who were unable to watch the segment on Discovery Channel or ION Network, here is the link to view it: [https://www.youtube.com/watch?v=pqorMR\\_yEZQ](https://www.youtube.com/watch?v=pqorMR_yEZQ).

PharmaCyte Biotech's Chief Executive Officer, Kenneth L. Waggoner, commented on the company getting nationwide attention, "HealthWatch did a thorough job telling our story with the level of enthusiasm and attention to detail that PharmaCyte Biotech embraces in everything it does. We are extremely pleased that as many as 96 million households in the U.S. have had an opportunity to learn of our unique technology. The key to our success is having our story told in a way that will facilitate getting our treatments to patients who so desperately need them."

Each edition of NewsWatch, a source for breaking consumer, technology, travel, health and entertainment news since 1990, reaches more than 96 million U.S. households. To date, over 700 million people have viewed the NewsWatch series, making it one of the most successful independently produced news magazines on television.

## 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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