

January 15, 2015



PharmaCyte Biotech's Pancreatic Cancer Treatment Named as Near-Term Approach to Rising Pancreatic Cancer Rates

SILVER SPRING, Md., Jan. 15, 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[®], today announced that well-known scientific journalist, Vicki Brower, who writes for the leading top-tier cancer journals, has published an article naming PharmaCyte Biotech's pancreatic cancer treatment as a near-term approach to tackling the rising pancreatic cancer rates.

The article appeared in the December edition of the *Journal of the National Cancer Institute* prior to the Company's name change from Nuvilex to PharmaCyte Biotech. Brower's article is titled "New Approaches Tackle Rising Pancreatic Cancer Rates" and can be read in full at: <http://jnci.oxfordjournals.org/content/106/12/dju417.full>.

The publication features PharmaCyte Biotech's approach, which uses the Cell-in-a-Box[®] live cell encapsulation technology combined with low doses of the anticancer prodrug ifosfamide, under the section dedicated to Near-Term Approaches. In the article, Brower mentions PharmaCyte Biotech's upcoming Phase 2b clinical trial to treat advanced, inoperable pancreatic cancer and PharmaCyte Biotech's Phase 1/2 clinical trial to treat malignant ascites.

Kenneth L. Waggoner, Chief Executive Officer of PharmaCyte Biotech, said, "This article brings together all of the promising treatments currently in development for pancreatic cancer, and we are pleased that our therapy, which is being advanced with the help of our partner Austrianova, is among them. It is noteworthy that our successful approach to treat ascites resulting from pancreatic and other solid tumors is also mentioned."

Brower's article notes that even more effort is needed to develop new pancreatic cancer treatments because by 2030, the disease, which is currently the fifth leading cause of cancer-related deaths in the U.S., could rise to number two on that list.

Prof. Walter H. Gunzburg, Chief Scientific Officer of PharmaCyte Biotech, said, "The publication of this independent news article crowns a very successful year with respect to PharmaCyte Biotech's oncology product development. The Company's treatment was featured in two other key publications and was granted the orphan drug designation by the U.S. Food and Drug Administration for its pancreatic cancer product. Further, the GMP manufacturing facility that will provide the "Cell-in-a-Box" product for upcoming clinical trials was opened. This year looks like it will shape up to be an even more exciting one than the last for PharmaCyte Biotech."

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[®]. This unique and patented technology is being 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 anticancer 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 cancerous 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 of patients with advanced pancreatic cancer and on developing 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[®] 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 clinical trials or 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.PharmaCyteBiotech.com. It can also be obtained by contacting Investor Relations.

CONTACT: Investor Relations Contacts:
Jamien Jones
Blueprint Life Science Group
Telephone: 415.375.3340 Ext. 103
jjones@bplifescience.com

Source: PharmaCyte Biotech, Inc.