
BIOCELL LABS INITIATES PRODUCT DEVELOPMENT

Vancouver, BC – February 10, 2015 - Abattis Bioceuticals Corp. (the “Company” or “Abattis”) (OTCQX: ATTBF) (CSE: ATT), a specialty biotechnology company with capabilities through its wholly-owned subsidiaries of cultivating, licensing and marketing proprietary ingredients, bio-similar compounds, patented equipment and consulting services to medicinal markets in North America, would like to announce that through its wholly owned subsidiary, BioCell Labs, Inc., a Marketing agenda to deliver Hemp-based nutraceutical supplements to the licensed health care provider marketplace. Currently, the wholly owned subsidiary has 13 proprietary formulations for out-licensing to cosmetic, nutraceutical and pharmaceutical companies.

Brazos Minshew, president of BioCell Labs, Inc. explains “There are four major pathways for nutraceutical distribution. The top tier is always the professional marketplace, where nutraceutical sales representatives call on licensed healthcare providers and educate them on the medical application of herbal medicines. These products are always governed by Government regulatory agencies, such as Natural Health Products – Canada. The physician or other licensed provider then makes the determination as to whether or not the nutraceutical will benefit the patient.”

Minshew explains that other nutraceutical distribution channels include Direct Response advertising (including internet sales), Direct Sales associations and the Retail marketplace, including brick-and-mortar vitamin stores, pharmacies or dispensaries.

“Our nutraceutical products are really potent, powerful extracts of classic herbal medicines. For example, *Actaea racemosa* is known to reduce nerve pain and the pain associated with osteo- and rheumatoid arthritis, as well as anxiety. As such, these formulas may be appropriately applied to improve the health and wellbeing of people suffering from a host of physical and emotional imbalances” Minshew says.

This announcement follows an agreement reached with Empirical Labs of Ft. Collins, Colorado for the exclusive use of patented liposome technology. “Liposomes are related to transport molecules that dramatically improves nutrient absorption into the cells of humans and animals. This has the effect of making the herbal remedies even more powerful and effective” states Emek Blair, Ph.D.

Next steps for BioCell Labs, Inc. and Abattis BioCeuticals Corp. is to license these nutraceuticals through Health Canada’s nutraceutical application process, then to craft legally-compliant literature to be used in training the licensed healthcare providers, to partner with a distribution channel and train their sales team, to craft marketing literature and finally to produce the products themselves.

These products will be available to the public through licensed healthcare providers in Canada and the USA. Product launches are scheduled early in Q2, 2015, “In order to launch our products correctly, the company, rescheduled the launch date to make sure our partners are aligned, so that we can ensure a proper role out in a timely basis”

About Abattis Bioceuticals Corp.

Abattis is a specialty biotechnology company with capabilities through its wholly-owned subsidiaries of cultivating, licensing and marketing proprietary ingredients, bio-similar compounds, patented equipment and consulting services to medicinal markets in North America. The Company is positioned to capitalize on the fast growing trend toward marijuana legalization

in the United States and for medicinal use in Canada and international jurisdictions, by supplying and partnering with companies to employ its mass cultivation systems, extraction equipment/technology, and strategic marketing support to licensed growers. The Company also has an extensive pipeline of high-quality products and intellectual property for the rapidly expanding botanical drug market. We follow strict standard operating protocols, and adhere to the applicable laws of Canada and foreign jurisdictions. For more information, visit the Company's website at: www.abattis.com.

ON BEHALF OF THE BOARD

"Bill Fleming"

Bill Fleming, CEO

For further information, contact the Company at (604) 336-0881 or at news@abattis.com.

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