



NEWS RELEASE

VANC Pharmaceuticals Announces Conditional Approval of Previously Announced Private Placement

December 8, 2014 – VANC Pharmaceuticals Inc. (“VANC” or the “Company”), a pharmaceutical company focused on the Canadian generic drug and over-the-counter (“OTC”) markets, is pleased to announce that the TSX Venture Exchange (the “TSXV”) has confirmed its conditional acceptance of the private placement announced November 27, 2014 of **7,333,333** units of the Company at a price of **\$0.15**. The Company anticipates the private placement will be oversubscribed. As a result, the Company expects to close the private placement on or about December 10, 2014.

On behalf of:

VANC Pharmaceuticals Inc.

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Cautionary Note Regarding Forward-looking Statements: Information in this press release that involves VANC’s expectations, plans, intentions or strategies regarding the future are forward-looking statements that are not facts and involve a number of risks and uncertainties. VANC generally uses words such as “outlook,” “will,” “could,” “would,” “might,” “remains,” “to be,” “plans,” “believes,” “may,” “expects,” “intends,” “anticipates,” “estimate,” “future,” “plan,” “positioned,” “potential,” “project,” “remain,” “scheduled,” “set to,” “subject to,” “upcoming,” and similar expressions to help identify forward-looking statements. The forward-looking statements in this release are based upon information available to VANC as of the date of this release, and VANC assumes no obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of VANC and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.