



## NEWS RELEASE

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### **Vanc Pharmaceuticals Commences Commercialization in Ontario**

**October 22, 2015** – 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 it has commenced commercialization of its generic drug portfolio in Ontario and has started shipping initial purchase orders to pharmacy customers in the province. Ontario represents \$1.9 billion in generic drug sales on an annual basis, according to the Canadian Generic Pharmaceutical Association (CGPA).

“We are excited to have launched sales in Ontario as we introduce our brand to pharmacies across the country,” said Arun Nayyar, CEO of Vanc. “Customers have reordered product and the initial feedback has been positive. Ontario is Canada’s single largest market for generic drugs and in an effort to increase our footprint in the province we will be ramping up our sales force with additional hires.”

Vanc has listed 14 products on the Ontario formulary.

On behalf of:

#### **Vanc Pharmaceuticals Inc.**

Aman Parmar  
CFO and Director  
aparmar@vancpharm.com

*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.*