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Spotlight Innovation Subsidiary Caretta Therapeutics Engages Public Relations Firm TransMedia Group

TransMedia Group to Provide Public Relations Support for Venodol, a New Over-the-counter, Non-addictive Analgesic for the Treatment of Chronic Pain

URBANDALE, Iowa, July 11, 2017 /PRNewswire/ --[Spotlight Innovation Inc.](#) (OTCQB: STLT) today announced that its subsidiary Caretta Therapeutics, LLC, has engaged TransMedia Group to provide public relations support for Venodol, a new over-the-counter, non-addictive alternative to opioid and steroidal analgesics that is tentatively scheduled to be available in the United States in summer 2017.



"The TransMedia team's proven track record of generating consumer enthusiasm for products in the over-the-counter category makes them highly qualified to manage the product launch and to implement a product awareness strategy for Venodol," said John Krohn, Spotlight Innovation's President and Chief Executive Officer.

Thomas Madden, founder and chairman of TransMedia Group, commented, "We always look to bring positive media attention to effective products, and Venodol fits perfectly on our publicity runway."

About TransMedia Group

TransMedia Group (transmediagroup.com) is an award-winning, multi-lingual public relations firm serving clients worldwide with a broad-spectrum of communications services from its headquarters in Boca Raton, Florida. Established in 1981, the firm has a publishing division and a talented staff of former journalists who know how to market a story and keep clients positively in the news. TransMedia offers crisis management, media training, product introductions, media relations, national and international publicity, branding campaigns and financial PR.

About Spotlight Innovation Inc.

Spotlight Innovation Inc. (OTCQB: STLT) identifies and acquires rights to innovative, proprietary technologies designed to address unmet medical needs, with an emphasis on rare, emerging and neglected diseases. To find and evaluate unique opportunities, we leverage our extensive relationships with leading scientists, academic institutions and other sources. We provide value-added development capability to accelerate development progress. When scientifically significant benchmarks have been achieved, we will endeavor to partner with proven market leaders via sale, out-license or strategic alliance. For more information, visit www.spotlightinnovation.com or follow us on www.twitter.com/spotlightinno.

Forward-Looking Statements

Statements in this press release that are not purely historical are forward-looking statements. Forward-looking statements herein include statements regarding Spotlight Innovation's efforts to develop and commercialize its various technologies and products, including but not limited to Venodol, and to achieve its stated benchmarks including, without limitation, statements relating to if and when Caretta Therapeutics will succeed in making available products it is developing; and the benefits of Venodol. Actual outcomes and actual results could differ materially from those in such forward-looking statements. Factors that could cause actual results to differ materially include: risks and uncertainties, such as the inability to finance the planned development of the technologies; the inability to hire appropriate staff to develop the technologies; unforeseen technical difficulties in developing the technologies; the inability to obtain regulatory approval for human use; competitors' therapies proving to be more effective, cheaper or otherwise more preferable; or, the inability to market a product. All of which could, among other things, delay or prevent product release, as well as other factors expressed from time to time in Spotlight Innovation's periodic filings with the Securities and Exchange Commission (SEC). As a result, this press release should be read in conjunction with Spotlight Innovation's periodic filings with the SEC. The forward-looking statements contained herein are made only as of the date of this press release and Spotlight Innovation undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

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