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**Amarantus**  
BioScience

# Amarantus and Brewer Sports Announce 2nd #C4CT Concussion Awareness Summit Surrounding Super Bowl XLVIII

## Summit Will Feature Sports and Neurology Experts Discussing the Potential Link Between MTBI and CTE

MINNEAPOLIS and SAN FRANCISCO, Nov. 13, 2013 (GLOBE NEWSWIRE) --[Amarantus BioScience Holdings, Inc.](#) (OTCQB:AMBS), a biotechnology company developing new treatments and diagnostics for diseases associated with the neurodegeneration and apoptosis, and [Brewer Sports International](#) (BSI), a multi-faceted global sports advisory firm, have announced the date for the *Amarantus BioScience #C4CT Summit hosted by Brewer Sports International, powered by MDM Worldwide* on **Wednesday January 29<sup>th</sup>, 2014 at the United Nations** in New York City, NY.

The #C4CT (Coalition for Concussion Treatment) Summit will focus on important scientific, medical, translational and prevention-related topics of Mild Traumatic Brain Injuries (MTBI) and the potential link in the transition Chronic Traumatic Encephalopathy (CTE). Conference panels will include industry experts from AMBS, [Banyan Biomarkers](#), [Cerora](#) and more joined by international business leaders and current and former professional athletes.

"MTBI and their potentially fatal side effects, including CTE, in amateur and professional athletes are emerging as a major point of discussion in mainstream media because of the current impact on football, hockey and other sports," said Gerald E. Commissiong, President and CEO of AMBS. "As a former athlete, I understand the need to balance safety and prevention with the desire to play and the positive impact sports can have for individuals and society as a whole. We are proud to be the first group to unite the different stakeholders in the concussion debate and believe the United Nations will set the stage for this truly global discussion."

The #C4CT Summit will include presentations and panel discussions on the following key topics:

1. Chronic Traumatic Encephalopathy: What is it? Medical and Pathological Perspective
2. Standard of Care in Treating Multiple Concussions
3. NFL Settlement Discussion and the Future of Contact Sports
4. Diagnostic Tools and Potential Therapies Under Investigation
5. Current and Former Professional Athlete Stories and Perspectives

Jack Brewer, CEO of BSI, explains, "The advances in concussion research and treatment over the past year have been more substantial than any other time in history. Awareness has been steadily growing through various documentaries, media reports and investigational

studies. Instead of focusing on pointing fingers and finding those to blame, our firm is dedicating time and resources to identifying and spreading awareness about innovative treatments and solutions to the actual problem."

In June, BSI and AMBS held the inaugural #C4CT Summit in Minneapolis as a part of the two-day Brewer Sports Symposium. The summit focused on the scientific understanding of TBI and its long-term implications as well as current medical practices and new approaches being considered. The event included speakers such as Dr. Robert Cantu, Super Agent Leigh Steinberg and former NFL athletes Robert Griffith, Thomas Jones, Barrett Green and others. Panelists focused on new technologies, services and how concussions affect athletes.

### **About Amaranthus BioScience, Inc.**

Amarantus is a development-stage biotechnology company focused on developing certain biologics surrounding the intellectual property and proprietary technologies it owns to treat and/or diagnose Parkinson's disease, Alzheimer's disease, Traumatic Brain Injury, and other human diseases. The Company has an exclusive worldwide license to the Lymphocyte Proliferation test ("LymPro Test®") for Alzheimer's disease and owns the intellectual property rights to the therapeutic protein Mesencephalic-Astrocyte-derived Neurotrophic Factor ("MANF") and is developing MANF-based products as treatments for various protein folding-related medical conditions. The Company also is a Founding Member of the Coalition for Concussion Treatment (#C4CT), in collaboration with Brewer Sports International raising awareness of new products in development for concussions and traumatic brain injury. The Company also owns intellectual property for the diagnosis of Parkinson's disease ("NuroPro") and the discovery of neurotrophic factors ("PhenoGuard"). Amaranthus operations are located at Janssen Labs @QB3 in San Francisco, CA. For further information please visit [www.Amarantus.com](http://www.Amarantus.com), or connect with the Company on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Google+](#).

### **About Brewer Sports International**

Brewer Sports International (BSI) is a multi-faceted sports advisory firm within The Brewer Group Companies with a focus on the business of sports, wellness and media for professional athletes, sports agencies, public and private corporations and various partners including international organizations, governments and NGOs. Based in Minneapolis, with offices in New York, Dallas, Miami, Beijing and Malawi, BSI was founded by Jack Brewer, a five-year National Football League (NFL) veteran and former team captain on three NFL teams. Additionally, BSI has created a unique financial services platform that is offered to professional athletes and sports agencies, as well as high net worth individuals and businesses touching professional sports. BSI takes pride in enabling its clients to capitalize on the endless opportunities presented through sport. For more information, please visit [www.brewersports.com](http://www.brewersports.com) or follow them on [Twitter](#), [Facebook](#) and [LinkedIn](#).

### **About MDM Worldwide**

MDM Worldwide Solutions, Inc. is a digital communications agency that develops and manages online engagement strategies to connect companies with their stakeholders. MDM specializes in working with clients in the technology, healthcare and life sciences spaces. MDM's vast industry knowledge, proprietary methodology, proven track record and

experienced leadership team enables them to create and customize targeted digital marketing campaigns to fulfill all of their clients' objectives. For more information, please visit <http://mdmworldwide.com/> or find them on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#).

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