

January 13, 2014



# **GelStat Corporation Achieves Current Status on OTC Market's Alternative Reporting Standard**

**The New Rating Is the Result of Increased Investor Transparency and Makes it Much Easier for Investors to Buy and Sell Shares Through Many Broker/Dealers**

PALM CITY, FL -- (Marketwired) -- 01/13/14 -- GelStat Corporation (PINKSHEETS: GSAC), a company engaged in the research, development, marketing and branding of innovative Over-the-Counter (OTC) consumer healthcare products addressing very large markets, is pleased to announce today that it has achieved Current status on OTC Market's alternative reporting standard.

Gerald Kieft, GelStat's CFO, said, "This is our first step towards increased investor transparency and another significant milestone for the Company. Investors now have access to current financial information on GelStat through September 30, 2013 at OTCMarkets.com as well as most leading financial portals such as YahooFinance. This rating also makes it much easier for investors to buy and sell shares through many broker/dealers. Moving forward management expects to keep in compliance with OTC Markets' schedule of providing updated financial statements within 45 days from the end of each quarter and within 90 days of the Company's year-end. In addition, we intend to keep investors informed of significant corporate events through quarterly investor updates and press releases."

In addition to achieving the Current rating on OTC Markets the Company has also accomplished the following milestones since the acquisition of CBD Life Sciences, Inc. in October of 2013:

- Designed and developed a new eCommerce website for the re-launch of GelStat Migraine [www.trygelstatmigraine.com](http://www.trygelstatmigraine.com)
- Completed and now testing direct response collateral including radio ads, email creative, PPC ads, unique products offers and landing pages in preparation of a full scale advertising campaign on GelStat Migraine.
- Completed the formulation and packaging of Chews 2 Lose gum. The initial commercial batch is in production and expected to be received and ready for sale by the end of January 2014.
- Completed the formulation and packaging of All Natural Speed. The initial commercial batch is in production and expected to be received and ready for sale by the end of January 2014.

Larry Gershman, GelStat's CEO, said, "I'd like to thank the entire GelStat team for their tireless efforts to complete the aforementioned tasks over the past two months. GelStat is now clearly on its path to reaching its internal goal of launching 8 to 12 successful brands."

Make sure you are first to receive timely information on GelStat Corporation when it hits the newswire. Sign up for GelStat's email news alert system today at:

<https://ir.stockpr.com/gelstat/request-information>

#### **ABOUT GELSTAT CORPORATION**

GelStat Corporation is a publicly traded company trading under the symbol ("GSAC") that is engaged in research, development, marketing and branding of innovative over-the-counter (OTC) consumer healthcare products addressing very large markets. The Company's initial products include GelStat Migraine, GelStat Sleep, Chews2Lose and All Natural Speed. The Company also has a suite of additional healthcare products in various stages of development that address large consumer markets.

Decision Resources, one of the world's leading research and advisory firms for pharmaceutical and healthcare issues, expects the market for migraine therapies to grow from \$3.3 billion in 2011 to \$5.8 billion in 2021 in the United States, France, Germany, Italy, Spain, the United Kingdom and Japan.

The total over-the-counter market for sleep aids alone reached \$604 million in 2008, an increase of 9 percent over 2007, according to Packaged Facts, a division of Rockville, Md.-based Market Research Group.

According to Marketdata Enterprises, Inc., a leading independent market research publisher of "off-the-shelf" studies about service industries since 1979, an estimated 75 million dieters spent \$2.7 billion in 2010 on diet pills and meal replacements.

According an article published by Companies and Markets.com, the US energy drinks market is estimated to have increased by 60% over the past four years, hitting an estimated value of \$12.5 billion in 2012. The industry is expected to continue this growth path, by rising to a valuation of \$21.5 billion by 2017.

For more information, visit [www.gelstat.com](http://www.gelstat.com).

#### ***Safe Harbor Statement***

This press release and the shareholder letter contains forward-looking statements including pursuing strategic relationships, building and leveraging a direct-to consumer platform to launch new products, acquiring or licensing the rights to products with proven science, growing organically and achieving each of the goals mentioned above. Forward-looking statements can be identified by words such as "anticipates," "intends," "plans," "seeks," "believes," "estimates," "expects" and similar references to future periods.

Forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Our actual results may differ materially from those contemplated by the forward-looking statements. We caution you

therefore against relying on any of these forward-looking statements. They are neither statements of historical fact nor guarantees or assurances of future performance. Important factors that could cause actual results to differ materially from those in the forward-looking statements include the failure of our products to be accepted, failure to obtain partners to market and distribute our products, unanticipated delays in launching website or failure of the website to generate revenues, our inability to find a target to acquire on mutually acceptable terms, and the inability to get our reports prepared and filed timely as a result of unforeseen audit issues.

Any forward-looking statement made by us in this press release speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

FOR ADDITIONAL INFORMATION CONTACT:

Gerald Kieft  
CFO  
GelStat Corporation  
772-283-0020

Source: GelStat Corporation