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Amarantus and Brewer Sports Announce 3rd #C4CT Concussion Awareness Summit Focused on TBI-Induced Alzheimer's

3rd #C4CT Summit to be Held on Thursday, July 31 at the United Nations, NY

MINNEAPOLIS, Minn., SAN FRANCISCO and GENEVA, SWITZERLAND, May 7, 2014 (GLOBE NEWSWIRE) -- [Brewer Sports International](#) (BSI), a multi-faceted global sports advisory firm, and [Amarantus Bioscience Holdings, Inc.](#) (OTCQB:AMBS), a biotechnology company focused on the discovery and development of novel diagnostics and therapeutics related to cell cycle dysregulation, endoplasmic reticulum stress, neurodegeneration and apoptosis, have announced their 3rd #C4CT (*Coalition for Concussion Treatment Concussion Awareness Summit*), on Thursday, July 31, 2014 at the United Nations in New York City, NY.

"As we prepare to launch our blood diagnostic LymPro Test ® for Alzheimer's disease in the second half of 2014, we believe it is critical to identify populations who are at the highest risk of developing Alzheimer's disease so that we may conduct clinical research to identify common pathways among those who progress to Alzheimer's disease," said Gerald E. Commissiong, President & CEO of Amarantus. "Traumatic Brain Injury is a clear risk factor that we believe accelerates an already-present predisposition for Alzheimer's disease. Current and former athletes and soldiers who have been exposed to multiple concussions and sub-concussive events should be on high alert for symptomatology of early Alzheimer's disease."

The 3rd #C4CT Summit will focus on important scientific, medical translational and prevention-related topics of Traumatic Brain Injury (TBI) and the link to Alzheimer's disease and Parkinson's disease. The summit will bring together high-level executives and business leaders, renowned researchers, international diplomats, major media outlets and professional athletes to discuss a variety of topics surrounding TBI induced Alzheimer's and other neurodegenerative diseases on a global platform.

"The recent advances in concussion research and treatment have been more substantial than any other time in history. Being able to link these findings not only to protect athletes but to all those suffering from neurodegenerative diseases such as Alzheimer's across the globe is a huge step forward for the #C4CT campaign," explains H.E. Ambassador Jack Brewer, CEO of BSI.

To learn more about the summit and to get involved with the #C4CT campaign, please visit www.c4ctsummit.com.

About Amaranthus

Amarantus is a biotechnology company developing treatments and diagnostics for diseases associated with neurodegeneration and protein misfolding-related apoptosis. The Company has licensed Eltoprazine ("Eltoprazine"), a phase 2b ready indication for Parkinson's Levodopa induced dyskinesia and Adult ADHD. The Company has an exclusive worldwide license to the Lymphocyte Proliferation test ("LymPro Test(R)") for Alzheimer's disease and owns the intellectual property rights to a therapeutic protein known as Mesencephalic-Astrocyte-derived Neurotrophic Factor ("MANF") and is developing MANF-based products as treatments for brain disorders. Amaranthus is a Founding Member of the Coalition for Concussion Treatment (#C4CT), a movement initiated in collaboration with Brewer Sports International seeking to raise awareness of new treatments in development for concussions and nervous-system disorders. The Company also owns intellectual property for the diagnosis of Parkinson's disease ("NuroPro") and the discovery of neurotrophic factors ("PhenoGuard"). For further information please visit 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 global 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, Haiti 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 or follow them on Facebook, Twitter and LinkedIn.

About #C4CT

The Coalition for Concussion Treatment (#C4CT) was founded in 2012 by former NFL player Jack Brewer, CEO of Brewer Sports International and Gerald E. Commissiong, President and CEO at Amaranthus BioScience Holdings, Inc. with the goal of bringing together those who are directly affected by TBI-induced neurodegenerative diseases with world class researchers, scientists and industry leaders whom are actively working towards identifying and developing innovative TBI treatment opportunities. #C4CT serves as a platform to spread awareness about concussions and the severe effects of Traumatic Brain Injury (TBI). Through a global campaign uniting people who are passionate about the cause, #C4CT fosters the critical discussions and partnerships needed to enhance research, treatment efforts and prevention.

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