

July 28, 2014



# Sidney Rice and Ben Utecht Talk to NFL Network's Andrea Kremer and ESPN's Andrew Brandt at Upcoming #C4CT Concussion Awareness Summit at the United Nations

MINNEAPOLIS, SAN FRANCISCO and NEW YORK, July 28, 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, are pleased to provide an update surrounding the *3<sup>rd</sup> Alzheimer's focused #C4CT (Coalition for Concussion Treatment) Concussion Awareness Summit*, powered by MDM Worldwide on Thursday, July 31, 2014 at the United Nations in New York City, NY.

"The concussion crisis has changed the face of sports as we know it and it has brought to surface the incredible importance of our brain health. The time is now for us to make our brain the number one priority so that education and awareness can take effect, and begin to change the way we approach the health of our athletes from youth to professionals." - Ben Utecht

Below is a list of prestigious participants from the sports field, including former professional athletes, broadcasters and other key stakeholders for the #C4CT Concussion Awareness Summit.

- **Andrea Kremer**, Chief Correspondent for Player Health and Safety at the NFL Network
- **Andrew Brandt**, NFL Business Analyst for ESPN
- **Sidney Rice**, NFL Pro Bowler, Super Bowl Champion
- **Ben Utecht**, NFL Super Bowl Champion, Recording Artist, Motivational Speaker, and National Concussion and Brain Disease Advocate, Recipient of 2014 PLINA Award (Public Leadership In Neurology Award)
- **Chris Nowinski**, Co-Founder and Executive Director of Sports Legacy Institute; Co-Director for the Center of the Study of Traumatic Encephalopathy at Boston University, School of Medicine; Former WWE Wrestler
- **Clinton Portis**, 2X NFL Pro Bowler, Former NFL Running Back
- **Darrell Reid**, NFL Super Bowl Champion, Former NFL Linebacker

To register or for additional information, please visit [www.c4ctsummit.com](http://www.c4ctsummit.com). For further event questions, please contact Lindsay Lommel at [lindsay.lommel@thebrewergroup.com](mailto:lindsay.lommel@thebrewergroup.com). For

sponsorship information please visit: [www.c4ctsummit.com/sponsorship-opportunities](http://www.c4ctsummit.com/sponsorship-opportunities).

The #C4CT Concussion Awareness Summit is being convened on July 31, 2014 to explore the potential link between TBI and Alzheimer's disease. A diverse working group of clinicians, medical researchers, policy makers, international diplomats, athletes, celebrities, and philanthropic organizations will be assembled to raise awareness, advance clinical research, and develop public policy in order to address this major unmet medical need and public health issue. The #C4CT Summit will webcast live and on-demand and will be available on the UN Web TV website at: <http://webtv.un.org>.

BSI and AMBS would like to thank [Dominion Capital](#), [Cavendish Global](#), and [One Mind](#) for their continued support and unparalleled contributions which make this event possible.

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

Amarantus BioScience Holdings (AMBS) is a biotechnology company developing treatments and diagnostics for diseases associated with neurodegeneration and protein misfolding-related apoptosis. AMBS has licensed Eltoprazine ("Eltoprazine"), a phase 2b ready indication for Parkinson's Levodopa induced dyskinesia and Adult ADHD. AMBS 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. AMBS 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**

Founded by international entrepreneur Jack Brewer, five-year National Football League (NFL) veteran and former three-team captain, Brewer Sports International (BSI) is a multi-faceted global sports advisory firm within The Brewer Group Companies with a focus on the business of sport and wellness for professional athletes, sports agencies, public and private corporations and various partners including international organizations, governments and NGOs. Based in Minneapolis with offices spanning the globe, BSI offers a unique financial services platform to professional athletes and sports agencies, as well as high-net-worth individuals and businesses related to 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 [Facebook](#), [Twitter](#) 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 [mdmworldwide.com](http://mdmworldwide.com) or find them on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#).

Certain statements, other than purely historical information, including estimates, projections, statements relating to our business plans, objectives, and expected operating results, and the assumptions upon which those statements are based, are forward-looking statements." These forward-looking statements generally are identified by the words believes," project," expects," anticipates," estimates," intends," strategy," plan," may," will," would," will be," will continue," will likely result," and similar expressions. Forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties which may cause actual results to differ materially from the forward-looking statements. Our ability to predict results or the actual effect of future plans or strategies is inherently uncertain. Factors which could have a material adverse effect on our operations and future prospects on a consolidated basis include, but are not limited to: changes in economic conditions, legislative/regulatory changes, availability of capital, interest rates, competition, and generally accepted accounting principles. These risks and uncertainties should also be considered in evaluating forward-looking statements and undue reliance should not be placed on such statements.

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Source: Amarantus BioScience Holdings, Inc.