

July 30, 2014



Registration for the 3rd Alzheimer's-Focused #C4CT Summit Has Closed Due to Overwhelming Interest

NEW YORK and MINNEAPOLIS, July 30, 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, today announced that due to overwhelming registration for the upcoming #C4CT Summit to be held at the United Nations on July 31st, 2014, the Coalition for Concussion Treatment is reluctantly unable to accept any new registrants. This summit will be the largest to date with hundreds of confirmed guests including doctors and medical researchers specializing in the treatment of neurodegenerative diseases, policy makers, international ambassadors, athletes and victims of traumatic brain injury (TBI). The summit will cover Alzheimer's disease and other neurodegenerative diseases and the emerging link between traumatic brain injury and neurological conditions.

The recent announcement of panelists including **Dr. Thomas Arendt**, Managing Director of the Paul Flechsig Institute of Brain Research, Leipzig University and Director of the Alzheimer Centre Leipzig, **The Honorable James Greenwood**, President and CEO of the Biotechnology Industry Organization (BIO), **Andrew Brandt**, NFL analysts for ESPN and **Andrea Kremer**, Chief Correspondent for Player Health and Safety at the NFL Network have contributed to demand leading up to the conference. Additional key speakers include **The Honorable Chaka Fattah (D-PA)**, **Dr. Robert Cantu** and **Dr. Robert Stern**. For a complete list of speakers please visit www.c4ctsummit.com.

A live stream of this event will be available at webtv.un.org, and a direct link to the webcast will be made available at www.c4ctsummit.com the morning of the event.

Sponsorship opportunities are still available. For information please visit: www.c4ctsummit.com/sponsorship-opportunities.

#C4CT MISSION

The Coalition for Concussion Treatment (#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. The overall goal of the coalition is to continue building awareness of key scientific and medical advances in an ongoing effort to identify and develop new TBI treatment opportunities.

#C4CT CONCUSSION AWARENESS SUMMIT

Thursday, July 31, 2014

United Nations, New York City

Door open at 8:30 am // Summit starts at 9:00 am

Presented By: Amaranthus Bioscience Holdings and Brewer Sports International

Powered By: MDM Worldwide

Topics Include: The Current State of Sports Concussions, TBI and the Potential Link to Alzheimer's disease, Alzheimer's Research and Potential Treatments, Funding and Public Policy, Current and Former Professional Athletes' Personal Stories

More Info on: www.c4ctsummit.com

Share your support for #C4CT on Twitter!

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 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). #C4CT fosters the critical discussions and partnerships needed to enhance research, treatment efforts, and prevention through a global campaign uniting people who are passionate about the cause.

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 small molecule indicated 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, 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 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 or find them on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#).

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Source: Amarantus BioScience Holdings, Inc.