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Amarantus
BioScience

Amarantus and Brewer Sports International Announce Further Program Details and Speaker List for #C4CT Concussion Awareness Summit on June 21 in Minneapolis

Professional athletes, scientists, physicians, entrepreneurs and investors will meet to discuss effects, prevention and treatment of Traumatic Brain Injury

SUNNYVALE, Calif. & MINNEAPOLIS-- [Amarantus BioScience Holdings, Inc.](#) (OTCQB: AMBS), a biotechnology company discovering and developing treatments and diagnostics for diseases associated with neurodegeneration and apoptosis, and [Brewer Sports International](#) (BSI), a multi-faceted global sports management firm, today provided additional details on the working agenda and list of speakers for the Coalition for Concussion Treatment (#C4CT) Concussion Awareness Summit (#C4CT Summit) being held at the Minneapolis Club in Minnesota on June 21, 2013. (see "Working Agenda" below.)

The #C4CT Summit will focus on important scientific, medical, translational and prevention-related topics of Traumatic Brain Injuries (TBI) and the long-term impacts on athletes and soldiers. The co-hosts of the conference include Amaranthus, BSI, Toi Cook Management and [Banyan Biomarkers, Inc.](#)

"Our program and list of outstanding speakers makes the #C4CT Summit truly a 'first-of-its-kind' event by bringing together those experiencing the effects of TBI with members of the scientific, medical and business communities working on treatments and solutions," said Gerald E. Commissiong, President and CEO of Amaranthus. "We believe this conference will raise public awareness about the cost and effects of TBI, and ignite additional investment in research and development."

Registration for the Summit begins at 9:30 am, followed by various presentations and panel discussions from 10:30 am to 6:00 pm. Panels will include industry experts, international business leaders, professional sports organizations and numerous current and former professional athletes including those directly impacted by TBI. Summit sponsorship opportunities are available and include panel sponsorships, logo presence in marketing efforts and collateral surrounding the event, local and national media exposure and opportunities for product display.

A portion of the proceeds from the #C4CT Summit will benefit [One Mind for Research](#) (a division of the International Mental Health Research Organization, a 501(c)(3) nonprofit corporation), that is taking a lead role in the research, funding, marketing and public

awareness of mental illness and brain injury. One Mind is launching a major new TBI research initiative, the Gemini Program, which will track 3,000-5,000 patients for several years, collect the clinical data in a shared portal and provide improved diagnostics and treatments for TBI. It is being funded by a coalition of public, private and corporate partners, including the Wounded Warrior Project, which has awarded the program with a \$3.5 Million challenge grant that will match new funding up to that amount. A part of the proceeds generated from the summit through corporate sponsorships and ticket sales will be donated to support the matching portion of the Gemini Program. Donations can also be made directly to One Mind at www.1mind4research.org.

The #C4CT Summit is the finale of the two-day [Brewer Sports Symposium](#) as featured in the Sports Business Journal, which also includes the 3rd Annual Sports Law for Rookies and Veterans CLE presented by Cozen O'Connor. The Symposium will be held prior to the 8th Annual Blue Carpet Celebrity Weekend hosted by [The Jack Brewer Foundation](#), providing various entertainment options for guests and panellists attending the symposium including exclusive opportunities to network with numerous industry experts, professional athletes, celebrities and an array of international diplomats and high-profile business executives from across the globe.

For updated information surrounding the #C4CT Summit, advanced registration and to reserve your spot, please visit www.regonline.com/brewersportssymposium. The event will be available via Webcast with further details to come soon.

Amarantus shareholders are specially invited to attend the conference. Please contact ir@amarantus.com for details.

Concussion Awareness Summit Working Agenda and Confirmed Speakers:

9:30-10:30am: Registration and Networking Brunch

10:30am: Welcome:

Jack Brewer (CEO of The Brewer Group/Former NFL Player)

Gerald Commissiong (President/CEO of Amarantus and Former Canadian Football League Player)

Janet Carbary (Chief Financial Officer of One Mind for Research)

11:00am-11:45am: Brunch Keynote Address:

Dr. Robert Cantu, MA, M.D., F.A.C.S., .F.A.A.N.S., F.I.C.S., F.A.C.S.M. (Clinical Professor Department of Neurosurgery and Co-Director Center for the Study of Traumatic Encephalopathy, Boston University School of Medicine, Boston, MA; Senior Advisor to the NFL Head, Neck and Spine Committee; Section Co-Chair Mackey-White National Football League Players Association Traumatic Brain Injury Committee; Co-Founder and Chairman Medical Advisory Board Sports Legacy Institute and more)

12:00-12:30pm: Basic Science of Concussions:

Bruce Lyeth, Ph.D. (Professor, Department of Neurological Surgery, University of California Davis)

John Povlishock, Ph.D (Professor and Chair, Department of Anatomy and Neurobiology, Virginia Commonwealth University)

12:30-1:45pm: Diagnostic Testing for TBI:

Jay Clugston, M.D. (Team Physician for the University of Florida Athletic Association)

Donald Dengel, Ph.D (Investigator for the University of Minnesota's concussion research grant awarded by NFL Charities)

Ron Hayes, Ph.D. (Founder of Banyan Biomarkers)

Adam J. Simon, Ph.D. (Founder and CEO of Cerora, Inc.)

Amarantus Representative

1:45-2:15pm: Panel 1: Featuring leading scientists and researchers from all topics including:

John Povlishock, Jay Clugston, Ross Zafonte, Kim Heidenreich, Cerora Representative

2:15-2:45pm: Networking Break and Poster/Product Demonstrations(Poster sponsorship opportunities still available)

2:45-3:00pm: Equipment and Prevention:

Gunnar Brolinson, D.O. (Associate Professor/Discipline Chair of Sports Medicine)

3:00-4:00pm: Treatment Track and Innovative Technologies: (1 Speaking Spot Available)

Kim A. Heidenreich, Ph.D. (Professor of Pharmacology, University of Colorado Denver School of Medicine)

Ross Zafonte, DO (TBI & Neurotrauma, Center for Integration of Medicine & Innovative Technologies)

Patrick Bertagna (Founder and CEO of GTX Corp)

Amarantus Representative

4:00-4:30pm: Panel 2: Service Providers Panel

Lee Hutton (*Attorney at Zelle Hofmann*), **Chris Larcheveque** (*Hanleigh Insurance*) and more.

4:30-4:45pm:

Thomas Jones (NFL Alum) introduces his documentary on head injuries and related issues faced by ex-players

4:45-5:45pm: Panel 2: Professional Athletes Panel

Panel includes current and former NFL and NHL athletes: **Larry Fitzgerald, Chuck Foreman, Robert Griffith, Erik Westrum, Rolf Benirschke, Sidney Rice, Patrick Chuckwurah, John Conner III, Taveon Rogers, and more.**

5:45pm: Closing Keynote Address by Super Agent Leigh Steinberg , CEO Steinberg Sports and Entertainment

About Amaranthus

Amarantus is a development-stage biotechnology company founded in January 2008. The Company has a focus on developing certain biologics surrounding the intellectual property and proprietary technologies it owns to treat and/or diagnose Parkinson's disease, Traumatic Brain Injury, Ischemic Heart Disease and other human diseases. The Company 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. The Company also 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 and licenses for the diagnosis of Parkinson's disease and Alzheimer's disease. For further information please visit www.Amarantus.com.

About Brewer Sports International

Brewer Sports International (BSI) is a multi-faceted global sports management firm within The Brewer Group Companies with a focus on sports lending, event management and consulting 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, Miami, Dallas and Beijing, BSI was founded by Jack Brewer, a five-year National Football League (NFL) veteran and former team captain on three NFL teams. The Company also is a founding member of the Coalition for Concussion Treatment (#C4CT), a movement seeking to raise awareness of new treatments in development for concussions and nervous-system disorders. BSI takes pride in enabling its clients to capitalize on the endless opportunities presented through sport. For more information, visit www.brewersports.com; www.facebook.com/brewersportsinternational; www.twitter.com/brewersports.

About Banyan Biomarkers

Banyan Biomarkers is a spin-out company from the University of Florida and is the leader in developing brain injury in vitro diagnostics. The Company is focused on developing a simple point-of-care blood test that will be used by physicians to detect the presence and severity of brain trauma and improve the medical management of head injured patients. To learn more about Banyan Biomarkers, Inc. visit www.banyanbio.com.

About One Mind for Research

ONE MIND™ is an independent, non-partisan, non-profit organization dedicated to curing the diseases of the brain and eliminating the stigma and discrimination associated with mental illness and brain injuries. ONE MIND™ sponsors groundbreaking new research and creates portals to shared scientific data, leading to improved diagnostics, more effective treatment, and, ultimately, cures for all types of mental illness and brain injury. For more information, visit www.1mind4research.org.

About Toi Cook Management Group

The Toi Cook Management Group is a corporate sports marketer and branding expert with

substantial experience with established and startup companies interested in penetrating the entertainment sector, sports leagues, player unions, and athlete management. The firm places a high premium on providing strategic advice and support, with a focus is on intellectual property, contract drafting and union and league negotiation, connecting high level contacts and strategic planning.

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