

January 22, 2014



Arch Therapeutics Presents 2014 Milestones During Live Webcast

Company Announcement Identifies Pathway to Commercialization and Added Value Opportunities

WELLESLEY, MA -- (Marketwired) -- 01/22/14 -- **Arch Therapeutics, Inc.** (OTCQB: ARTH) ("Arch" or the "Company"), a life sciences company and developer of the AC5 Surgical Hemostatic Device™, a novel product aimed at controlling bleeding and fluid loss in order to provide faster and safer surgical and interventional care, is pleased to announce that Company CEO, Terrence W. Norchi, M.D., presented its calendar year 2014 milestone targets during a live audio and high-definition video webcast on Wednesday, January 22 at 10:30AM Eastern Time from the Noble Financial Capital Markets' Tenth Annual Equity Conference in South Florida.

Dr. Norchi advises, "2014 will be an exciting year at Arch Therapeutics. We are pursuing a series of milestones across all of our functional activities, including preclinical development, manufacturing, regulatory, intellectual property, and clinical development, which we believe will create value for our shareholders."

The Company announced the following milestone targets to be completed before the end of calendar year 2014:

1. Expand team
2. Raise capital
3. Select Notified Body for European regulatory pathway
4. Confirm CE mark pathway with Notified Body
5. Select GMP partner for clinical material
6. Complete Clinical Investigational Plan and Ethics Committee approval
7. Select new pipeline candidate
8. Expand intellectual property portfolio
9. Complete manufacturing scale-up for clinical trial
10. Complete biocompatibility studies on AC5 Surgical Hemostatic Device™
11. Initiate AC5™ clinical trial

A replay of the webcast may be accessed at the following URL:

<http://noble.mediasite.com/mediasite/Play/f67c12e0868147e3bc829de48bf213ba1d> or

through the Noble Financial websites at: www.noblefcm.com, or

www.nobleresearch.com/TEN/2014.htm. The webcast and presentation will also be archived on the Arch website for 90 days following the event at www.archtherapeutics.com.

About Noble Financial

Noble Financial Capital Markets was established in 1984; 2014 marks its 30th Anniversary. Noble Financial is an equity research driven, full-service, investment banking boutique focused on life sciences, technology and media, emerging growth, companies. The company has offices in Boston, Los Angeles, and Boca Raton, FL. In addition to non-deal road shows and sector-specific conferences throughout the year, Noble Financial hosts its large format annual equity conference in January in South Florida featuring 120 - 150 presenting companies from across North America and total attendance of close to 600. For more information: www.noblefcm.com.

About Arch Therapeutics, Inc. (OTCQB: ARTH)

Arch Therapeutics, Inc. is a medical device company developing a novel approach to stop bleeding (hemostasis) and control leaking (sealant) during surgery and trauma care. Arch is developing products based on an innovative self-assembling peptide technology platform to make surgery and interventional care faster and safer for patients. Arch's flagship development stage product candidate, known as AC5 Surgical Hemostatic Device™, is being designed to achieve hemostasis in minimally invasive and open surgical procedures. Find out more at www.archtherapeutics.com.

Notice Regarding Forward-Looking Statements

This news release contains "forward-looking statements" as that term is defined in Section 27(a) of the Securities Act of 1933, as amended, and Section 21(e) of the Securities Exchange Act of 1934, as amended. Statements in this press release that are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, among other things, references to novel technologies and methods, our business and product development plans and projections, or market information. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with developing new products or technologies and operating as a development stage company, our ability to retain important members of our management team and attract other qualified personnel, our ability to raise the additional funding we will need to continue to pursue our business and product development plans, our ability to develop and commercialize products based on our technology platform, and market conditions. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that any beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in the reports and other documents we file with the SEC, available at www.sec.gov.

On Behalf of the Board,
Terrence W. Norchi, MD.
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