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Amarantus BioScience, Brewer Sports International and TCMG Announce #C4CT Concussion Awareness Conference

Conference will feature sports and neurology experts discussing concussion issues with an emphasis on addressing and identifying research, development and treatment opportunities

SUNNYVALE, Calif.-- [Amarantus BioScience](#), Inc. (OTCQB: AMBS), a biotechnology company discovering and developing treatments and diagnostics for diseases associated with the neurodegeneration and apoptosis centered around its patented therapeutic protein MANF, [Brewer Sports International](#) (BSI) and Toi Cook Management Group (TCMG) today announced joint hosting of the Coalition for Concussion Treatment (#C4CT) Concussion Awareness Conference (#C4CT Conference) in Minneapolis on June 19, 2013 at the Minneapolis Club.

The #C4CT Conference is the opening event of the three-day Brewer Sports Symposium, which also includes the 3rd Annual Sports Law for Rookies and Veterans CLE and Sports and Social Impact seminar. The #C4CT Conference will focus on important scientific, medical, translational and prevention-related topics of Traumatic Brain Injuries (TBI) and their long-term impacts on athletes and soldiers. Conference panels will include industry experts, international business leaders and current and former professional athletes. The Brewer Sports Symposium is part of the 8th Annual Blue Carpet Celebrity Weekend hosted by The Jack Brewer Foundation.

"Traumatic Brain Injuries and their effects on amateur and professional football players are emerging as a rallying point to better understand the brain and how we can improve currently available methods to treat it," said Gerald E. Commissiong, President and CEO of AMBS. "We are proud to be among the first to unite the groups directly affected by these issues, in particular current and former professional athletes, with the scientists, physicians and entrepreneurs who will ultimately lead the way in developing solutions to these devastating problems. We believe that by educating athletes on the basics of concussions, and what additional resources are needed to achieve certain critical steps on the road to better treating the brain, we will give all parties a chance to partake in this emerging field of

medical research.”

The #C4CT Conference will include presentations and panel discussions on the following key topics:

1. Scientific understanding of Traumatic Brain Injury and the long-term scientific implications
2. Current medical practice and what doctors believe are the key areas of unmet medical need
3. Translational models available and additional tools needed to accelerate research
4. Innovative approaches currently being considered

Jack Brewer, CEO of BSI, explains, “When advising athletes, we frequently get the question of how to deal with concussions as well as the desire to better understand the issue at hand and how to help. As an ex-NFL player, I personally have experienced hundreds of violent collisions throughout my career and have several teammates and friends who suffer the lasting effects of Traumatic Brain Injury. This is a passion of mine and BSI is committed to helping advance TBI research and development. By providing educational opportunities such as the #C4CT Conference, it is our goal to enable those directly impacted to make informed decisions as well as provide tangible investment opportunities surrounding the advancement of research and treatment methods for concussions.”

Toi Cook, Amarantus Advisor, former Super Bowl champion with the 1994 San Francisco 49ers and 11 year starting NFL defensive back said, “As a player representative for the entirety of my NFL career, my focus was the welfare and safety of the players. Although the current situation in professional sports regarding concussions is alarming and has raised serious issues, I am encouraged by the fact that we are all now much more aware of the problem and need for solutions. Now is the time to act, and through our work with partners like Amarantus and BSI and with conferences such as #C4CT, we can make a difference and impact lives while maintaining the integrity of sport.”

About Amarantus BioScience, Inc.

Amarantus BioScience, Inc. 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 diagnostics 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 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, Beijing 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.

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