#C4CT Summit Explored Emerging Theories on Traumatic Brain Injury, Chronic Traumatic Encephalopathy and Possible Links to Alzheimer's Disease

 Raises Concerns for Early, Sub-Concussive Hits and Calls for Collaboration

SAN FRANCISCO, GENEVA and MINNEAPOLIS, Aug. 4, 2014 (GLOBE NEWSWIRE) -- Brewer Sports International (BSI), a multi-faceted global 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 reported that a cross-section of researchers, clinicians, policy-makers, patient groups and athletes presented at the 3rd 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.

Participants reached a general consensus that repeated sub-concussive hits to the head can lead to memory and cognitive issues, and may possibly be implicated in subsequent neurodegenerative conditions, such as chronic traumatic encephalopathy (CTE) and potentially Alzheimer's disease (AD). Furthermore, such head hits appear to be more dangerous for children under the age of approximately 12, even when they do not involve concussion, in part because children's brains are bigger relative to their overall size, and their necks are weaker. In addition, with women now participating in greater numbers in contact sports, there are greater concussion rates among women athletes than men.

Other themes discussed at #C4CT included:

- **The difficulty in distinguishing CTE from Alzheimer's and other types of cognitive conditions**, which have brain hallmarks (tau) that are related but distinct from one another, and are equally hard to distinguish given current diagnostic paradigms. Researchers raised the question if some of the American football players who were previously reported to have died from Alzheimer's in a recent peer-reviewed study could actually have died from CTE, which is only very recently being diagnosed. The study found that ex-football players died from AD at a four-times (4x) higher-than average rate.

- **The need for tests to accurately diagnose neurodegenerative conditions**
Researchers presented positive interim results from Amarantus' proprietary cell cycle dysregulation diagnostic blood assay LymPro Test®, currently under development for Alzheimer's disease diagnosis, which demonstrated a statistically significant difference between subjects with Alzheimer's disease and those who were healthy.

- **The need for a standard definition of concussion**. It's hard to diagnose what you can not even define, and even more difficult to treat it. A group of international experts should be convened for the sole purpose of defining the term 'concussion.'

- **Keeping track of a "hit count" and limiting overall exposure** especially in the young, may be part of the solution. The question should shift from when a player can return to play, to what is that player's future risk. Return to learn is more important than return to play in the student population.

- **Need to improve standard-of-care for concussion** with what we know about it now, and standardize it across hospitals, clinical practices and playing fields.

Panelists also called the audience and fellow speakers to action, urging them to contact their senators and congressmen to let them know brain health, Alzheimer's disease and concussion prevention should be a priority.

"We formed the Coalition for Concussion Treatment, along with our partners, BSI and social media agency MDM, to use new age marketing tools to raise awareness of the need to understand, treat, and manage concussion, as well as to be a forum for all the stakeholders to come together and explore the research, issues and real ways to address the problems associated with the brain," said Gerald E. Commissiong, President & CEO of Amarantus. "Now that we, as a society, know what we know about smoking, for instance, habits have completely changed. The only way for knowledge about the brain to be equivalently shared is for the public to become more aware of the potential cataclysmic consequences of inaction, ongoing efforts to better understand the brain and find solutions, and the need for coordination of those efforts in broad collaborative research networks capable of meeting this great challenge of our generation. But we have to work together. As long as things remain in silos, it's never going to happen."

The #C4CT Summit can be viewed at: [www.webtv.un.org](http://www.webtv.un.org). All can join the conversation on Twitter by using the hashtag #C4CT.

The Coalition for Concussion Treatment (#C4CT) serves as a platform to spread awareness about concussions and the severe effects of traumatic brain injury (TBI), and other ailments affecting the brain. Through a global campaign uniting people passionate about the cause, #C4CT fosters the critical discussions and partnerships needed to enhance research, treatment efforts and prevention. The coalition aims to build awareness of key scientific and medical advances in an ongoing effort to identify and develop new TBI treatment opportunities, and use what is learned in the field of TBI to assist research in other areas of brain science.

The #C4CT Concussion Awareness Summit is a bi-annual multi-disciplinary conference.
bringing together clinicians, medical researchers, policy makers, international diplomats, athletes, celebrities, and philanthropic organizations. The purpose is to create a collaborative forum in which this diverse group can explore emerging theories, clinical observations and public policy and hear first-hand accounts from athletes and patients to raise concussion awareness and address this major unmet medical need and public health issue.

The next #C4CT Concussion Awareness Summit will take place in Phoenix, Arizona prior to Super Bowl XLIX.

About Amarantus 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 dyskinesias 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"). Amarantus 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 sports-related businesses. 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.
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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