

Stock Information:

Symbol:	OTC:GSAC
Price:	\$0.05
Shares Outstanding:	295M
Market Cap.:	\$14.75M



GelStat Corporation is a publicly traded company trading under the symbol (“GSAC”) that is engaged in research, development, marketing and branding of innovative over-the-counter (OTC) consumer healthcare products addressing very large markets. The Company’s initial products include GelStat Migraine, GelStat Sleep, Chews 2 Lose and All Natural Speed. The Company also has a suite of additional healthcare products in various stages of development that address underserved consumer markets.

Products

GelStat Migraine

GelStat® Migraine is a patented solution designed for the pain relief from migraine headaches. GelStat Migraine is a unique formulation based on the medicinal plants feverfew (tanacetum parthenium) and ginger (zingiber officinale).

Decision Resources, one of the world’s leading research and advisory firms for pharmaceutical and healthcare issues, expects the market for migraine therapies to grow from \$3.3 billion in 2011 to \$5.8 billion in 2021 in the United States, France, Germany, Italy, Spain, the United Kingdom and Japan.



Chews 2 Lose

Chews 2 Lose is an innovative diet aide in the form of an all-natural appetite suppressant gum designed as an ultra-convenient way to help dieters from cheating. One of the top reasons diets fail is a craving to cheat regardless of what type of weight loss regimen you’re on; so now there’s a way to “beat the cheat” by simply chewing gum.

Marketed for use with any diet plan in existence, Chews 2 Lose will not be limited by appealing to only one specific dieter segment, like the “wonder” pill popper or exercise DVD buyer, nor will the potential sales be limited by selling to only one such segment. Whatever they’re using to lose weight, the likelihood of success is far greater with Zero Calorie Chews 2 Lose nearby to crush that craving in its tracks.

According to Marketdata Enterprises, a leading independent market research publisher of “off-the-shelf” studies about service industries since 1979, an estimated 75 million dieters spent \$2.7 billion in 2010 on diet pills and meal replacements.



GelStat Sleep

GelStat® Sleep provides relief from sleep disorders and its associated symptoms. The proprietary formulation in GelStat Sleep includes Melatonin, Valerian Root Extract and L-5 Hydroxytryptophan among its active ingredients.

The total over-the-counter market for sleep aids alone reached \$604 million in 2008, an increase of 9 percent over 2007, according to Packaged Facts, a division of Rockville, Md.-based Market Research Group.



All Natural Speed

The edgy product name, All Natural Speed, was developed to appeal exclusively toward twenty-somethings with two core user groups, college students and “gamers” initially targeted. The marketing campaign will be based on the “forbidden fruit” principal with a hint of danger enough to be perceived as cool and hip.

The custom formulation is completely safe approved by the regulatory department of GMP certified manufacturer, however all the other aspects from the red & black capsule to the frantic logo have been designed to make it seem anything but.

According an article published by Companies and Markets.com, the US energy drinks market is estimated to have increased by 60% over the past four years, hitting an estimated value of \$12.5 billion in 2012. The industry is expected to continue this growth path, by rising to a valuation of \$21.5 billion by 2017.

Management

Larry Gershman, Chairman & Chief Executive Officer

Mr. Gershman has been one of the most successful people in the world of advertising, integrated marketing, promotions, direct response and digital media. He has won the coveted Promotion of the Year Award an unprecedented six times and was Promotion Man of the Year twice. His long and varied client list includes: Revlon, Gillette, Ford, Mazda, Citigroup, Kraft, Pepsi, RC Cola, Burger King and McDonald's to name but a few.

Mr. Gershman's management skills have been proven repeatedly during his career having owned, built and managed some of the most successful marketing companies in the world, including Ogilvy & Mather, Integrated Communications Group, Marden Kane, The Howard Marlboro Group, Integrated Marketing & Promotional Solutions ("IMPS") among others.

Gerald Kieft, Chief Financial Officer & Director

Mr. Kieft was the interim CEO for GelStat Corporation since June of 2008 as he led its turnaround. In June of 2013 he was appointed as the Company's CFO. Mr. Kieft began his career as an analyst for the Loan Source in 1991, providing debt-funding sources for small businesses through Small Business Association (SBA) loans. Subsequently, Mr. Kieft has founded, built and managed a number of successful companies as well as worked as a buy-side analyst for a hedge fund, a sell-side analyst for a boutique brokerage firm and as a consultant to high net worth individuals and emerging growth companies at a number of financial institutions including Prudential Securities, Legg Mason Wood Walker and Raymond James & Associates.

Throughout his career in the finance industry, Mr. Kieft has helped numerous emerging growth companies obtain financing and investors, while providing quality information and investment ideas on micro and small capital companies to the investment community. Mr. Kieft is a graduate of Eastern Illinois University, where he earned a Bachelor of Science in Business degree, majoring in Finance, as well as a Bachelor of Arts degree, majoring in Economics.

Strategy

Management's strategy is to build a portfolio of 10 successful brands (success defined by \$10 million in annual revenue) over the next three to five years through a hybrid Direct Response (DR)/retail model. The hybrid model strategy is the best approach for any brand GelStat has interest in bringing to retail. The principal is simple; there have not been any brands successful marketed at the retail level that have first failed in DR, however there have been several hugely successful HBA retail brands that were cultivated from DR campaigns. Once the brands have gained significant brand recognition, revenue and cash flow, GelStat can continue to grow the brand or sell it to a larger consumer products company.

Brand Acquisition/Joint Venture Opportunities:

For an existing brand that management is looking to acquire (that meets key DR requirements), it will execute a DR test campaign as a focus group to see what type of response, if any, the product generates. Ideally, the owner will grant access to the product and any sales collateral material to run a quick (non-television) DR test, to quickly and cost effectively determine the potential consumer base before making any major financial commitment.

New Brand Incubation Strategy:

All new brand ideas cannot be treated the same due to several reasons, to name just a few; how evident the void in the marketplace is, the degree of "new ingredient" education that's necessary (will the average consumer understand it) or even internal uncertainty about a brand name and marketing message. If the product meets these requirements, a DR test will be conducted to validate the opportunity.

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