



Vivacelle Bio Appoints Chief Executive Officer

Vivacelle Bio, Inc. (VBI), a private developmental stage biotechnology company focused on creating new approaches to injury and disease utilizing nano-micelle or liposomal technology, announced today that Stephen Keith, MD, MSPH, has been appointed Chief Executive Officer (CEO). The company's first product is a novel colloidal volume expander for sustaining life during severe episodes of hypovolemia and hypotension due to fluid or blood loss. In animal experiments Vivacelle advanced colloidal fluid has been shown to be as effective as blood in raising the blood pressure after severe shock; clinical trials are anticipated to begin in 2016. It has been designed to bring about this benefit without the side effects of blood products or other resuscitation fluids. The patented product is comprised of phospholipids that form spherical nano-particles called micelles, along with other components that are naturally-occurring or that have a well-established record of safe use.

Commenting on the appointment, Founder, President and Chief Innovation of Vivacelle Bio, Inc., Cuthbert Simpkins, MD said:

“I am delighted to welcome Stephen as our CEO. He brings substantial experience in managing pharmaceutical and biotech companies including but not limited to having served as President and Chief Operating Officer of Panacea Pharmaceuticals, Inc. and Antex Biogics Inc. Earlier in his career he held positions of increasing commercial responsibility at Merck & Co., Inc. and North American Vaccine, Inc., and also served as Chief Executive Officer of the American College of Clinical Pharmacology. He completed his undergraduate education at Amherst College, the MD degree from the University of Illinois College of Medicine, and a Masters of Science in Public Health from the UCLA School of Public Health. Dr. Keith is experienced in raising capital for public and private life science companies, investment banking and venture capital. He is a board certified pediatrician with considerable clinical experience in academic, hospital and outpatient settings. I have known Stephen for many years, and have been impressed with his ability to build capable and experienced management teams, and to provide the leadership that will facilitate the success of Vivacelle Bio, Inc. We are absolutely elated to have him as the leader of Vivacelle Bio, Inc., in bringing our breakthrough technology to the marketplace.”

Stephen Keith said: “I am excited about the clinical and commercial prospects for Vivacelle advanced colloidal fluid, and to join the Vivacelle Bio team in their efforts to build a successful company. The team has made considerable progress in the development of Vivacelle advanced colloidal fluid, and I look forward to working with them to hasten this effort.”

An overview of Dr. Stephen Keith's career to date:

2015 – Present: Vivacelle Bio, Inc., Chief Executive Officer

2012 – 2015: WellStreet Urgent Care, Site Director, Atlanta, GA.

2009-2012: American College of Clinical Pharmacology, Chief Executive Officer

2006-2009: Panacea Pharmaceuticals, Inc., Gaithersburg, Maryland, President and Chief Operating Officer, raised more than \$10 million in equity capital over two rounds financing, established CLIA-certified clinical laboratory and launched five cancer diagnostic tests recruited senior management in regulatory affairs, product development and clinical development.

2005-2006: Biologics Consulting Group, Alexandria, Virginia, Senior Consultant

2003-2005: Glocap Advisors LLC (a division of Glocap Funding LLC) in New York, New York, Managing Director, co-lead life sciences/health care team, responsible for representing clients to private equity and venture capital investors, structuring and negotiating transactions and marketing firm services.

2002-2003: Emerging Technology Partners, LLC Rockville, Maryland, one of three General Partners responsible for fund raising, investment decisions and allocations and portfolio management.

2000-2001: Antex Biologics Inc., Gaithersburg, Maryland, President and Chief Operating Officer.

1995-2000: North American Vaccine, Inc. Columbia, Maryland, Vice President - Marketing and Sales.

1994-1995: Merck & Co., Inc, Senior Director, Health Strategies, Merck-Medco Managed Care Division.

1992-1994: Merck & Co., Inc, Senior Customer Manager, US Human Health Division

1990-1992: Merck & Co., Inc, Senior Director, Health Care Delivery Policy

1987-1990: US Senate Committee on Labor and Human Resources, Senior Policy Advisor

1982-1987: Associate Dean for Student Affairs and Assistant Professor, Department of Pediatrics, Charles R. Drew University of Medicine and Science, and the UCLA School of Medicine, Los Angeles, California

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