



Callitas Health Launches Affiliate Network to Expand Reach for ToConceive

CINCINNATI, OH, July 10, 2018 – Callitas Health Inc. (CSE: LILY, OTCQB: MPHMF, FWB: T3F2), (the “Company” or “Callitas”) an integrated clinical-stage pharmaceutical development and OTC consumer goods marketing company, announced today it has launched its new affiliate network for ToConceive through W4 Performance Ad Market.

“W4 is excited by the potential of ToConceive and is looking forward to growing an outstanding affiliate network for Callitas,” said Abby Whitridge, COO of W4.

“We’re excited about introducing our affiliate network to customers and giving millions of people exclusive offerings,” said James Thompson, President and CEO. “The network will also allow us to incentivize influencers, thought leaders and bloggers to partner with our current and new products.”

Callitas, which focuses on developing innovative technologies for weight management, female sexual health and wellness, cannabis delivery technologies and other proprietary drugs, hopes to include future products in the network along with ToConceive.

“Thanks to our affiliate network, we’ll significantly expand our reach for ToConceive,” said Joshua Maurice, Director of Sales and Marketing. “More couples will be exposed to our exciting product to help them improve their chances of having a child.

W4’s network includes a variety of channels from email and newsletters to social media to blogs and websites. Unlike traditional advertising methods, using an affiliate network like W4’s allows Callitas to set its goals, choose its channels, and only pay for measurable results.

About W4: W4 operates an online advertising marketplace at w4.com that provides result-based advertising solutions to advertisers which include clients like Groupon and Netflix, and traffic monetization solutions for its publishing partners in social media, search, display, subscriber email and other channels. More information can be found at www.w4.com.

About Callitas Health: Formed in early 2015, Callitas Health Inc. is an integrated clinical-stage pharmaceutical development and OTC consumer goods marketing company, focused on developing innovative technologies for weight management, female sexual health and wellness, cannabis delivery technologies and other proprietary drugs. In addition to its recent acquisitions of C-103, a reformulation of Orlistat, Extrinsa and assets from 40J’s LLC, the Company successfully launched ToConceive in North America as a clinically proven option for couples struggling with the inability to conceive (www.toconceive.com), and is in the research and development and business development process for its other OTC products, CannaMint strips and orphan drug technologies. For more information visit www.callitas.com.

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Notice regarding investigational devices: CannaMint Strips, C-103 and Extrinsa are investigational drugs or devices and are not currently available outside of approved clinical trials. Claims regarding the safety and efficacy of these devices have not been evaluated by Health Canada, the U.S. Food and Drug Administration, or any other international regulatory body.

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