

Kane Biotech Launches Four New bluestem™ Products

WINNIPEG, Manitoba, Dec. 12, 2018 -- Kane Biotech Inc. (TSX-V:KNE, OTCQB:KNBIF), (the "Corporation" or "Kane Biotech"), today announced it will be launching 4 new products under its bluestem™ brand in Canada and the United States in the first quarter of 2019. The four products to launch are a powder water additive, dental wipe and a small and medium sized dental chew in January 2019, followed shortly thereafter with a medium- and large-sized rawhide chew by the end of March 2019.

"We're very excited to launch these four new products as this will allow Kane Biotech to offer one of the most comprehensive lineups of oral care products in the industry, providing customers a pet oral care solution that's adaptable to their pet's needs as well as their lifestyle. Each product can be used individually or in combination for an optimal oral care program," said Marc Edwards, Kane Biotech's Chief Executive Officer.

"80% of dogs and cats will have some form of dental disease by three years of age, and bacteria under the gums can travel to the heart, kidneys and liver. So, dental care is very important to a pet's health," Mr. Edwards continued. "Professional dental cleanings are invasive and expensive. Regular at-home dental care can help improve the health of a pet's mouth and lengthen the intervals between professional dental cleanings. Brushing a pet's teeth daily with bluestem toothpaste provides the best results but doesn't always fit with most people's lifestyle. I honestly believe the best product for pets and their owners is the one they actually use."

Grant Humphrey, Kane Biotech's Vice President Sales and Business Development, stated, "Similar to our existing bluestem™ Water Additive, Oral Spray and Toothpaste, all of our new products are scientifically formulated with our patent-pending coactiv+™ technology that disrupts bacterial biofilms to help fight plaque and tartar, freshen breath, and promote good dental and oral hygiene."

Mr. Humphrey added, "For Kane Biotech, the expanded lineup makes the bluestem™ brand more attractive to larger distributors and retail chains in the US and greatly increases our bluestem™ revenue potential. For pet specialty retailers, this provides a turnkey, one-stop-shop solution for meeting all of their customers' oral care needs."

The new bluestem™ Powder Water Additive is a concentrated version of their liquid Water Additive and is geared towards multi-pet households and breeders. It allows the user to pre-mix larger quantities of the water additive in containers to benefit higher water consumption households.

The new bluestem™ Dental Wipes are made for those who can put their hands in their pet's mouth but find it difficult to maneuver a toothbrush. By wrapping the wipe around your fingers and rubbing gently across your pet's teeth and gums, you can provide the preferred mechanical action of a toothpaste, without the frustration of using a toothbrush.

The new bluestem™ Dental Chews come in two sizes to accommodate both small and medium to large sized dogs. They are designed so that the density and texture of the chew allows your dog's tooth to penetrate right up to the gum line, while the ridges on the spokes work to remove plaque and tartar on the entire tooth. The chews are gluten free, wheat and corn free, are low calorie and low fat, have no artificial colours, and contain a natural preservative and chicken flavor that all dogs love.

The new bluestem™ Rawhide Chews are made from a single layer of beef hide, making them safe to consume, while still providing the lasting chew time for maximum results. The daily Rawhide Chews come in both a medium and large size, with the medium chews accommodating both small- and medium-sized dogs.

About bluestem™

bluestem is the only pet oral care line of products that contain coactiv+ technology - scientifically developed to break down biofilm where harmful bacteria multiply. bluestem has been proven to help reduce tartar without brushing by up to 25.4%. According to the American Veterinary Dental Society, 80% of all dogs and cats will suffer from dental problems by the age of 3. bluestem oral care products contain 100% food-grade ingredients that are approved by Health Canada's VHP program, as well as follow AAFCO guidelines. bluestem's food-grade ingredients are alcohol-free, xylitol-free, chlorhexidine-free, and sugar-free.

In a Good Clinical Practice Efficacy study, sixty dogs had their teeth cleaned and their calculus measured. Half of the dogs were given bluestem™-treated water and the other half were given regular water. After 84 consecutive days of using bluestem™-treated water, the calculus score for the treated dogs was 25.4% lower than the control group. In a controlled Good Scientific Practice (GSP) study, the safety of the bluestem™ water additive was tested over 30 days with some dogs receiving 5 times the recommended dose. After 30 days, the test revealed no evidence of adverse effects related to the consumption of the water additive.

About Kane Biotech

Kane Biotech is a biotechnology company engaged in the research, development and commercialization of technologies and products that prevent and remove microbial biofilms.

The Corporation has a portfolio of biotechnologies, intellectual property (75 patents and patents pending, trade secrets and trademarks) and products developed by the Corporation's own biofilm research expertise and acquired from leading research

