

## **Aytu BioScience Announces International Distribution Agreement for Fiera® in Japan**

ENGLEWOOD, Colo., Oct. 3, 2017 — Aytu BioScience, Inc. (OTCQX: AYTU), a specialty life sciences company focused on global commercialization of novel products in the field of urology, today announced that the company has entered into a distribution agreement with Mitsuboshi Product Planning Ltd to market and distribute Fiera in Japan. Mitsuboshi is a specialty life sciences company engaged in the research, development and commercialization of products related to infertility and female sexual wellness. Mitsuboshi is the company's first international distributor of Fiera, and the company expects to announce additional international distribution partnerships for Fiera in the future.



“We are very pleased to have partnered with Mitsuboshi in Japan to make Fiera available for the many women that experience low sexual desire and may benefit from an innovative, non-drug product like Fiera,” commented Josh Disbrow, Chief Executive Officer of Aytu BioScience. He continued, “Japan is a large and growing sexual wellness market, and we believe that Mitsuboshi is very well positioned to establish Fiera as an important female sexual wellness brand among both clinicians and consumers throughout Japan.”

Up to 9 million Japanese women express one or more sexual concerns. The Japanese sexual wellness market has been estimated at over \$270 million annually.

Aytu BioScience and Mitsuboshi expect to launch Fiera in Japan in the next several months.

### **About Aytu BioScience, Inc.**

Aytu BioScience is a commercial-stage specialty life sciences company focused on global commercialization of novel products in the field of urology, with a focus on products addressing vitality, sexual wellness, and reproductive health. The company currently markets two prescription products in the U.S.: Natesto®, the first and only FDA-approved nasal formulation of testosterone for men with hypogonadism (low testosterone, or “Low T”) and ProstaScint® (capromab pendetide), the only FDA-approved imaging agent specific to prostate specific membrane antigen (PSMA) for prostate cancer detection and staging. Additionally, Aytu is developing MiOXSYS®, a novel, rapid semen analysis system with the

potential to become a standard of care for the diagnosis and management of male infertility caused by oxidative stress. MiOXSYS® is commercialized outside the U.S. where it is a CE Marked, Health Canada cleared product, and Aytu is planning U.S.-based clinical trials in pursuit of 510k medical device clearance by the FDA. Aytu's strategy is to continue building its portfolio of revenue-generating products, leveraging its focused commercial team and expertise to build leading brands within growing markets. For more information visit [aytubio.com](http://aytubio.com). Aytu also now owns wholly-owned subsidiary Aytu Women's Health (formerly Nuelle, Inc.), a personal health and wellness company focused on women's sexual wellbeing and intimacy. Aytu Women's Health markets Fiera, a personal care device for women that is scientifically proven to enhance physical arousal and sexual desire. Fiera is a consumer device and is not intended to treat, mitigate, or cure any disease or medical condition. For more information about the Fiera personal care device visit [fiera.com](http://fiera.com).

### **Forward Looking Statement**

This press release includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, or the Exchange Act. All statements other than statements of historical facts contained in this presentation, including statements regarding our anticipated future clinical and regulatory events, future financial position, business strategy and plans and objectives of management for future operations, are forward-looking statements. Forward looking statements are generally written in the future tense and/or are preceded by words such as "may," "will," "should," "forecast," "could," "expect," "suggest," "believe," "estimate," "continue," "anticipate," "intend," "plan," or similar words, or the negatives of such terms or other variations on such terms or comparable terminology. These statements are just predictions and are subject to risks and uncertainties that could cause the actual events or results to differ materially. These risks and uncertainties include, among others: the launch of Fiera in Japan, risks relating to gaining market acceptance of our products, obtaining reimbursement by third-party payors, the potential future commercialization of our product candidates, the anticipated start dates, durations and completion dates, as well as the potential future results, of our ongoing and future clinical trials, the anticipated designs of our future clinical trials, anticipated future regulatory submissions and events, our anticipated future cash position and future events under our current and potential future collaborations. We also refer you to the risks described in "Risk Factors" in Part I, Item 1A of Aytu BioScience, Inc.'s Annual Report on Form 10-K and in the other reports and documents we file with the Securities and Exchange Commission from time to time.

### **Investor contact:**

Amato and Partners, LLC

Investor Relations Counsel

admin@amatoandpartners.com

View original content with

multimedia:<http://www.prnewswire.com/news-releases/aytu-bioscience-announces-international-distribution-agreement-for-fiera-in-japan-300529619.html>

SOURCE Aytu BioScience, Inc.