

Aytu BioScience Provides Quarterly Update on the Natesto® U.S. Launch

ENGLEWOOD, Colo., Oct. 26, 2017 — Aytu BioScience, Inc. (NASDAQ: AYTU), a specialty life sciences company focused on global commercialization of novel products in the field of urology, today provided an update on the ongoing launch of Natesto in the U.S. Through September 30 — the end of the Company's fiscal first quarter 2018 — Natesto prescriptions and factory sales significantly eclipsed the previous quarter's all-time high prescriptions and factory sales in line with the Company's projections. Additionally, the Company reports a significant quarter-over-quarter increase in the number of physicians prescribing Natesto. These numbers represent all-time highs for the brand.



The Company reports the following prescription and prescriber growth for the quarter ending September 30, 2017:

- Natesto total prescriptions for the quarter were 2,036 compared to 1,379 total prescriptions in the previous quarter, representing a 48% increase quarter-over-quarter.
- The number of prescribers of Natesto for the quarter was 991, which is a 21% increase over the previous quarter.

Natesto factory sales for the quarter were approximately \$1.9 million, corresponding to a 94% increase over the previous quarter. If these trends continue, the Company remains positioned to achieve cash flow breakeven in the next four to five quarters.

Josh Disbrow, Chief Executive Officer of Aytu BioScience commented, "We continue to track in line with our internal projections and expectations, and remain very enthusiastic about the ongoing growth and uptake of Natesto. The growing Natesto prescription and prescriber numbers continue to demonstrate the very real need for a truly improved treatment option for the millions of men in the U.S. with hypogonadism. Despite this significant early growth, we believe that this is still just the start of establishing Natesto as the preferred TRT product in the U.S. market."

This latest prescription data is being provided as a regular and ongoing update on the launch of Natesto.

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. 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.

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: achieving cash flow breakeven in the next four to five quarters, Natesto prescription growth will continue, providing regular launch updates on Natesto in the future, 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.

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