

Generex Welcomes Dr. Yutaka Niihara, M.D., M.P.H. to Its Board of Directors

MIRAMAR, Florida & TORONTO, Canada, January 25, 2017 (BUSINESS WIRE) -- Generex Biotechnology Corporation (OTCPink:GNBT) is pleased to announce that Dr. Yutaka Niihara, M.D., M.P.H., Chairman & Chief Executive Officer of Emmaus Life Sciences, Inc. (www.emmauslifesciences.com), has joined the Generex Board of Directors as its Executive Chairman.

Generex previously announced a deal to acquire a controlling equity interest in Emmaus. The Company filed a Form 8-K Current Report in respect of that acquisition with the U.S. Securities and Exchange Commission on January 20, 2017. Emmaus is also an SEC registrant; its filings, including audited financial information, are publicly available at www.sec.gov.

Dr. Niihara received his Doctor of Medicine (M.D.) degree from Loma Linda University's School of Medicine in 1986. He completed his internship and residency at Kettering Medical Center, followed by a Hematology/Oncology Fellowship at Harbor-UCLA Medical Center. He received his Master of Public Health (M.P.H.) degree from the Harvard School of Public Health in 2006. He serves as a Clinical Professor of Medicine at the David Geffen School of Medicine at UCLA.

Dr. Niihara is a Fellow of the American College of Physicians and a Member of the American Society of Clinical Oncology, and the American Society of Hematology. His Board Certifications include the National Board of Medical Examiners, the Japanese Medical Board, the American Board of Internal Medicine, and ABIM/Hematology. He maintains hospital affiliations at Harbor-UCLA Medical Center and the Torrance Memorial Medical Center.

Joseph Moscato, Generex President & Chief Executive Officer, commented: "We are honored to have a physician, scientist, and executive of Dr. Niihara's comprehensive experience and noteworthy accomplishment join the Generex team. He is certain to play a pivotal role in the future successes of Generex/Emmaus."

"It is with great anticipation that I join the new and repurposed Generex Board," Dr. Niihara said. "I look forward to making substantial contributions, from both scientific and business perspectives, to the implementation of the Company's strategic plans."

Cautionary Note Regarding Forward-Looking Statements

This release and oral statements made from time to time by Generex representatives in respect of the same subject matter may contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform

Act of 1995. These statements can be identified by introductory words such as "expects," "plan," "believes," "will," "achieve," "anticipate," "would," "should," "subject to" or words of similar meaning, and by the fact that they do not relate strictly to historical or current facts. Forward-looking statements frequently are used in discussing potential product applications, potential collaborations, product development activities, clinical studies, regulatory submissions and approvals, and similar operating matters. Many factors may cause actual results to differ from forward-looking statements, including inaccurate assumptions and a broad variety of risks and uncertainties, some of which are known and others of which are not. Known risks and uncertainties include those identified from time to time in the reports filed by GenereX with the Securities and Exchange Commission, which should be considered together with any forward-looking statement. No forward-looking statement is a guarantee of future results or events, and one should avoid placing undue reliance on such statements. GenereX undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise. GenereX claims the protection of the safe harbor for forward-looking statements that is contained in the Private Securities Litigation Reform Act.

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