

Graham Wong, Marketing & Brand Entrepreneur, Joins CTT Management Team as Vice President, Marketing

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The Board of Directors of [Mindesta Inc.](#) (OTCBB: MDST) is pleased to announce the appointment of Graham Wong to Vice President, Marketing of CTT Pharmaceuticals management team.

"Part of CTT's strategy is to partner with cannabis producers with domestic legislative advantages. It was important for us to have the ability to properly design, package and market products for potential partners worldwide. To this end Mr. Wong's background in marketing and branding will be paramount in our ability to introduce growers and patients to this superior delivery system", stated Dean Hanisch-President, CTT Pharmaceuticals

Graham Wong, an entrepreneur and marketer, has been involved in the advertising industry for over 15 years. He has had extensive experience working on some of Canada's well recognized brands, such as Aeroplan, Cineplex Big Screen Snax, Enbridge, Silani Sweet Cheese, Toronto Public Health, Athlete's World, Nike, Fila, Greenpark Homes, Fujitsu, The Red Green Show and 3MCanada. Through this wide scope of experience, he brings to his role, a business acumen that understands the strategic implications of forging effective relationships and - more importantly - how these relationships inevitably play out in both above-the-line and below-the-line scenarios.

Graham also brings experience as part of the strategic development team on mobile health app builds for Toronto Public Health (M2Men) and CAMH (Saying When and Psychiatry in Primary Care) where he oversaw strategic aspects of the UX architecture, creative development.

As a co-founder and president of the former Toronto boutique ad agency - Urban DNA - Graham has developed keen strategic insight into the challenges of building and cultivating strong networks with other business partners. He possesses an excellent understanding of marketing principles and their impact on real world business performance.

In his new role, Graham will oversee the corporate marketing strategy for CTT Pharmaceuticals and act as part of the executive team to build market awareness with consumers and investors.

"Part of our goal is to continually connect and inform our investors and we believe that Mr. Wong's experience in marketing awareness can be cross utilized into meeting this objective. We also feel he is an excellent candidate in overseeing our 3rd party partnerships for the adherence and safety App as he has worked on a number of ehealth solutions.", said Dr. Pankaj Modi-CEO, CTT Pharmaceuticals

ABOUT CTT PHARMACEUTICALS:

CTT Pharma has invented and developed an ideal intra-oral, sublingual, fast-dissolving wafer drug delivery system, complete with a mobile backend tracking software designed to increase patient compliance and prevent physical addiction.

CTT Pharma's principal asset is a patented, orally administered, fast dissolving wafer (the "Wafer")

The Wafer formulation is protected by Canadian Patent Number CA 2624110 C and US Patent Number 8,823,401 B2. The Canadian Patent, is a blanket patent covering most pharmaceutical agents (an open patent) and US Patent consist of approved opiates; such as Fentanyl, Morphine, Codeine etc.

CTT Pharma's primary mission is to lower addiction and improve overall compliance within the pain management market, specifically opiates, through the use of improved drug delivery and novel IT technology. This technology platform will be targeting both the human and pet (Veterinarian) markets.

CTT Pharma's Oral fast dissolving drug delivery systems will consist of films and wafers that dissolve without water, within a few seconds after placement in the mouth. The majority of drugs administered using our drug delivery system, mirror injections in that they have the ability to enter the bloodstream quickly, are convenient

and discrete, and can be administered anywhere. A faster absorption rate is achieved because the mouth contains a very thin mucosa and is extremely vascular. There is no bitter taste, no smoke inhalation as is the case with cannabis, and less degradation of medication (by bypassing the stomach) and most importantly lower dosage units are required given the efficiency of absorption. Patient compliance is improved, especially with those who have a fear of choking and/or are pediatric, geriatric or incapacitated patients who have difficulty swallowing.

Most fast dissolving systems on the market today deliver anti-inflammatories, antihistamines and cough and breathing related medications. CTT believes that its technology will be the first to gain widespread use in major markets such as Pain Management (MedWafe), Veterinary Medicine(VetWafe) as well as Medicinal Marijuana(Cannawafe).

For additional information, please contact:

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Forward Looking Statements:

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