



**CLINTON PORTIS, JEREMY SHOCKEY, DR. ROBERT STERN AND NFL NETWORK'S ANDREA KREMER JOIN #C4CT CONCUSSION AWARENESS SUMMIT AT THE UNITED NATIONS DURING SUPER BOWL WEEK**

*Elite current and former professional athletes join world class panel of researchers at the #C4CT Summit, hosted by Amarantus BioScience Holdings, Inc. and Brewer Sport International.*

**NEW YORK, NY – January 21, 2014** – [Amarantus BioScience Holdings, Inc.](http://www.amarantusbio.com) (OTCQB: AMBS), a biotechnology company focused on the discovery and development of novel diagnostics and therapeutics related to neurodegeneration and apoptosis, and [Brewer Sports International \(BSI\)](http://www.brewersports.com), a multi-faceted global sports advisory firm, are pleased to provide an update surrounding the Amarantus #C4CT Summit hosted by Brewer Sports International, powered by MDM Worldwide, to be held on Wednesday, January 29<sup>th</sup> in the Trusteeship Council at the United Nations in New York City, NY during Super Bowl Week.

The conference will unite industry experts, leading scientists, neurologists and international business leaders with current and former professional athletes in effort to create consensus on the path forward for scientific research and commercial development.

**LIMITED REGISTRATION OPEN AND SPONSORSHIP OPPORTUNITIES STILL AVAILABLE**

To register or for additional information, please visit [www.c4ctsummit.com](http://www.c4ctsummit.com). **Space is limited and pre-registration is required.** For further information surrounding sponsorship opportunities, please contact Danielle Berman at [danielle.berman@thebrewergroup.com](mailto:danielle.berman@thebrewergroup.com). **Students interested in attending the conference are able to register with limited access to the conference for free and must show a valid student ID upon check in.**

Below is a list of prestigious participants from the sports field, including current and retired professional athletes, broadcasters and other key stakeholders for the #C4CT Concussion Awareness Summit. **Full agenda including all scheduled presenters is included following the release.**

- **Andrea Kremer**, Chief Correspondent for Player Health and Safety at the NFL Network
- **Andre Berto**, Professional Boxer, Two-Time Welterweight Champion
- **Antonio Pierce**, Super Bowl Champion, NFL Pro Bowl Linebacker, ESPN NFL Analyst
- **Ben Utecht**, Super Bowl Champion, Recording Artist, Motivational Speaker and TBI Advocate
- **Brian Williams**, Former NFL Cornerback
- **Carl Eller**, NFL Hall of Famer, President and Chairman of the Board of the NFL Retired Players Association
- **Chris Nowinski**, Co-Founder and Executive Director of Sports Legacy Institute; Co-Director for the Center of the Study of Traumatic Encephalopathy at Boston University, School of Medicine; Former WWE Wrestler
- **Clinton Portis**, NFL Pro Bowl Running Back
- **Darrell Reid**, Super Bowl Champion, NFL Linebacker
- **Drayton Florence**, Carolina Panthers Cornerback
- **E.J. Henderson**, NFL Pro Bowl Linebacker
- **Jeff Cumberland**, New York Jets Tight End
- **Jeremy Shockey**, Super Bowl Champion, NFL Pro Bowl Tight End
- **Jermichael Finley**, Super Bowl Champion, Green Bay Packers Tight End
- **Leigh Steinberg**, CEO, Steinberg Sports and Entertainment
- **Robert Griffith**, NFL Pro Bowl Safety
- **Sidney Rice**, NFL Pro Bowler, Seattle Seahawks Wide Receiver

“As a former NFL player, I am passionate about making strides to improve the health and safety of my fellow professional athletes, both former and current,” said Jack Brewer, CEO of Brewer Sports International. “Instead of pointing fingers, we have put together a world class panel of researchers to discuss TBI-induced Neurodegeneration and CTE with those directly affected by and equally passionate about the cause as we strive to enhance awareness and work to find viable treatments.”

The #C4CT Summit is the opening of the five-day Brewer Sports International Super Bowl XLVIII Exclusive Events series, which includes The Jack Brewer Foundation (JBF Worldwide) Global Ambassadors Sport for Development Summit, Super Bowl Blue Carpet Event and the 6th Annual JBF Worldwide Super Bowl Watch Event at the Grand Havana Room.



**#C4CT Concussion Awareness Summit // Working Agenda**  
**Wednesday, January 29, 2014 // United Nations // 8:00am - 6:00pm**  
**Emceed by NFL Network's Andrea Kremer**  
***\*All times and presenters subject to change***  
**[www.c4ctsummit.com](http://www.c4ctsummit.com)**

**7:00 - 8:00am: Registration & Continental Breakfast**

**8:00 - 8:30am: Welcome & Opening Keynote Address**

- **Jack Brewer**, CEO of The Brewer Group, Inc.
- **Gerald Commissiong**, President & CEO of Amarantus BioScience
- **General Pete Chiarelli (Ret.)**, CEO, ONE MIND for Research

**8:30 – 10:00am: Long Term Consequences of Repetitive Brain Trauma: CTE and Neurodegeneration**

- **Historical Perspectives of CTE: Robert C. Cantu M.A., M.D., F.A.C.S., F.A.A.N.S., F.I.C.S., F.A.C.S.M.**, Clinical Professor of Neurology and Neurosurgery, Boston University School of Medicine; Medical Director of National Center for Catastrophic Sport Injury Research and Sport Legacy Institute (SLI)
- **Initial Athlete Studies: Julian Bailes M.D.**, Bennett Tarkington Chairman, Department of Neurosurgery at NorthShore University HealthSystem; Co-Director of NorthShore Neurological Institute; Clinical Professor of Neurosurgery at University of Chicago Pritzker School of Medicine
- **Clinical Presentation and Diagnosis of CTE: What We Think We Know and What We Need to Know Next: Robert Stern Ph.D.**, Professor of Neurology and Neurosurgery at Boston University School of Medicine; Director of the Clinical Core of the NIH-funded BU Alzheimer's Disease Center; Co-Founder of the Boston University Center for the Study of Traumatic Encephalopathy

**10:00 - 10:15am: CTE and Neurodegeneration Panel**

- **Robert C. Cantu M.A., M.D., F.A.C.S., F.A.A.N.S., F.I.C.S., F.A.C.S.M., Julian Bailes M.D., Robert Stern Ph.D.**

**10:15 - 11:00am: Diagnostics and Standard of Care**

- **Gunnar Brolinson D.O.**, Associate Professor/Discipline Chair of Sports Medicine, Virginia Tech
- **Jay Clugston M.D, MS, CAQSM**, Assistant Professor, Department of Community Health & Family Medicine; Assistant Director, Sports Medicine Fellowship; Team Physician, University of Florida
- **Andrew Mayer Ph.D.**, Associate Professor of Translational Neuroscience, The Mind Research Network, Adjunct Assistant Professor of Neurology, University of New Mexico Health Science Center

**11:00 - 11:15am: Diagnostics and Standard Care Panel: Moderated by Dr. Russell Warren, NY Giants Team Physician**

- **Gunnar Brolinson D.O., Jay Clugston M.D., M.S., CAQSM, Andrew Mayer Ph.D., Harry Kerasidis M.D. (Sponsored Panelist)**

**11:20 - 12:10pm: World Impact of TBI**

- **David Lowe Ph.D.**, President & CEO of Neuro Assets
- **Andrew Maas M.D., Ph.D.**, Professor and Chairman, Department of Neurosurgery, University Hospital Antwerp
- **Michael J. Bell M.D.**, Associate Professor of Critical Care Medicine, Neurological Surgery, Pediatrics; Director, Pediatric Neurocritical Care; Director, Pediatric Neurotrauma Center; Associate Director, Safar Center for Resuscitation Research

**12:15 – 2:00pm: Lunch**

**1:15-1:45pm: Keynote Address**

- **Chris Nowinski**, Co- Founder & Executive Director of Sports Legacy Institute; Co-Director for the Center for the Study of Traumatic Encephalopathy at Boston University, School of Medicine; Former WWE Wrestler

**2:00 - 2:30pm: Emerging Diagnostic Tools and Potential Therapies Under Investigation**

- **Donald Dengel Ph.D**, Professor at University of Minnesota
- **Adam J. Simon Ph.D.**, Founder and CEO of Cerora, Inc.
- **Kim Heidenreich Ph.D.**, Professor of Pharmacology and Neuroscience, University of Colorado Denver Department of Pharmacology



### **2:30 - 3:00pm: Public Policy Panel**

- **John Reppas M.D., Ph.D.**, Director of Public Policy for the Neurotechnology Industry Organization
- **Joyce Oberdorf**, President and CEO of National Parkinson Foundation
- **Howard Fillit M.D.**, Executive Director of the Alzheimer's Drug Discovery Foundation

### **3:00 - 3:15pm: Personal Story**

- **Ben Utecht**, NFL Super Bowl Champion, Recording Artist, Motivational Speaker and TBI Advocate

### **3:15 - 3:30pm: Concussions in College Sports**

- **Brian Hainline M.D.**, Chief Medical Officer of the NCAA

### **3:30 - 3:45pm: NFL Settlement**

### **3:45pm: Break**

### **4:00 - 4:45pm: Future of Contact Sports Panel**

#### **Agents / Service Providers / Investors**

- **Nicholas J. Conti Ph.D., M.B.A.**, Corporate Business Development, Quest Diagnostics Incorporated
- **Chris Larcheveque**, Executive Vice President of Sports and Entertainment, International Specialty Insurance

#### **Professional Sports and NCAA**

- **Patricio F. Reyes M.D., F.A.A.N.**, Chief Medical Officer & Board Member of NFL Retired Players Association
- **Brian Hainline M.D.**, Chief Medical Officer of the NCAA

#### **Youth and High School Sports**

- **Dustin Fink M.S.**, ATC, Athletic Trainer; Blogger - The Concussion Blog
- **Brooke de Lench**, Executive Director of MomsTEAM Institute, Inc.; Author

### **4:45pm: Leigh Steinberg, CEO of Steinberg Sports and Entertainment**

### **5:00pm: Athlete Introduction**

### **5:15 - 6:00pm: Current and Former Professional Athlete Stories and Perspectives Panel**

**Moderated by Carl Eller**, NFL Hall of Famer and President and Chairman of the Board of NFL Retired Players Association

- **Adewale Ogunleye**, Former NFL Defensive End
- **Andre Berto**, World Champion Boxer
- **Antonio Pierce**, ESPN NFL Analyst, Super Bowl Champion, Pro Bowler, Former NFL Linebacker
- **Antrel Rolle**, NY Giants Safety
- **Ben Utecht**, NFL Super Bowl Champion, Recording Artist, Motivational Speaker, TBI Advocate
- **Brian Williams**, Former NFL Cornerback
- **Clinton Portis**, Pro Bowler, Former NFL Running Back
- **Darrell Reid**, Super Bowl Champion, Current NFL Linebacker
- **Drayton Florence**, Carolina Panthers Cornerback
- **E.J. Henderson**, Pro Bowler, Former NFL Linebacker
- **Jeff Cumberland**, NY Jets Tight End
- **Jeremy Shockey**, Super Bowl Champion, Pro Bowler, Former NFL Tight End
- **Jermichael Finley**, Super Bowl Champion, Current Green Bay Packers Tight End
- **Jermaine Wiggins**, Former NFL Tight End
- **Ramses Barden**, Buffalo Bills Wide Receiver
- **Robert Griffith**, Pro Bowler, Former NFL Safety
- **Sidney Rice**, Pro Bowler, Current Seattle Seahawks Wide Receiver
- **Steve Weatherford**, Super Bowl Champion, Current NFL Player
- **Thomas Jones**, Pro Bowler, Former NFL Running Back
- **Tony Sanneh**, Former MLS Player

### **6:00pm: #C4CT Reception**



### **About Amarantus BioScience Holdings, Inc.**

Amarantus is a development-stage biotechnology company focused on developing certain biologics surrounding the intellectual property and proprietary technologies it owns to treat and/or diagnose Parkinson's disease, Alzheimer's disease, Traumatic Brain Injury, and other human diseases. The Company has an exclusive worldwide license to the Lymphocyte Proliferation test ("LymPro Test®") for Alzheimer's disease and owns the intellectual property rights to the therapeutic protein Mesencephalic-Astrocyte-derived Neurotrophic Factor ("MANF") and is developing MANF-based products as treatments for various protein folding-related medical conditions. The Company also is a Founding Member of the Coalition for Concussion Treatment (#C4CT), in collaboration with Brewer Sports International raising awareness of new products in development for concussions and traumatic brain injury. The Company also owns intellectual property for the diagnosis of Parkinson's disease ("NuroPro") and the discovery of neurotrophic factors ("PhenoGuard"). Amarantus operations are located at Janssen Labs @QB3 in San Francisco, CA. For further information please visit [www.Amarantus.com](http://www.Amarantus.com), or connect with the Company on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Google+](#).

### **About Brewer Sports International**

Brewer Sports International (BSI) is a multi-faceted sports advisory firm within The Brewer Group Companies with a focus on the business of sports, wellness and media for professional athletes, sports agencies, public and private corporations and various partners including international organizations, governments and NGOs. Based in Minneapolis, with offices in New York, Dallas, Miami, Beijing and Malawi, BSI was founded by Jack Brewer, a five-year National Football League (NFL) veteran and former team captain on three NFL teams. Additionally, BSI has created a unique financial services platform that is offered to professional athletes and sports agencies, as well as high net worth individuals and businesses touching professional sports. BSI takes pride in enabling its clients to capitalize on the endless opportunities presented through sport. For more information, please visit [www.brewersports.com](http://www.brewersports.com) or follow them on [Facebook](#), [Twitter](#) and [LinkedIn](#).

### **About MDM Worldwide**

MDM Worldwide Solutions, Inc. is a digital communications agency that develops and manages online engagement strategies to connect companies with their stakeholders. MDM specializes in working with clients in the technology, healthcare and life sciences spaces. MDM's vast industry knowledge, proprietary methodology, proven track record and experienced leadership team enables them to create and customize targeted digital marketing campaigns to fulfill all of their clients' objectives. For more information, please visit [mdmworldwide.com](http://mdmworldwide.com) or find them on [Facebook](#), [Twitter](#), [Google+](#) and [LinkedIn](#).

### **CONTACTS**

#### **Amarantus Bioscience Holdings, Inc.:**

Russell Miller, Director of Investor Relations  
408.737.2734 x 101  
[ir@amarantus.com](mailto:ir@amarantus.com)

#### **Brewer Sports International:**

Danielle Berman, Director of Business Development and Media  
[Danielle.Berman@thebrewergroup.com](mailto:Danielle.Berman@thebrewergroup.com)  
(443) 841-4667