

Nerium Biotechnology Files Claim to Enforce Its Intellectual Property Rights

San Antonio, Texas, February 17, 2016 - Nerium Biotechnology, Inc. ("Nerium") reported today that it has filed a claim in United States federal court against Nerium International, LLC ("International") and others as a result of the infringement of Nerium's trademarks and trade dress by products being distributed and sold by International and others, which products are unrelated to Nerium and do not contain Nerium's proprietary and patented technologies. International is a distributor of certain products researched, developed and produced by Nerium. Nerium holds a minority ownership interest in International through its subsidiary Nerium SkinCare, Inc.

About Nerium Biotechnology, Inc.

Nerium Biotechnology, Inc. is a biotechnology company involved in the research, product development, manufacture and marketing of Nerium oleander-based products. Nerium's shares are not listed on any stock exchange or quotation system.

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Forward Looking Statements: Statements made in this news release that relate to future plans, expectations, events or performances are forward looking statements. Such statements are based on current expectations and involve risks and uncertainties. There can be no certainty about the outcome of any litigation, including Nerium's claim against Nerium International LLC, and such litigation could have an adverse effect on Nerium's business, financial condition, results of operation and cash flows.