

Tribute Comments on Trading Activity at the Request of IIROC

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MILTON, ONTARIO -- (Marketwired) -- 09/29/15 -- Tribute Pharmaceuticals Canada Inc. (TSX VENTURE:TRX) (OTCQX:TBUFF) ("Tribute" or the "Company"), a specialty pharmaceutical company with a primary focus on the acquisition, licensing, development and promotion of healthcare products in Canada and the U.S., today announced at the request of the Investment Industry Regulatory Organization of Canada ("IIROC"), that it is not aware of any reason for the recent decrease in the Company's share price.

The Company is continuing to work toward the completion of its previously announced business combination with POZEN Inc. ("Pozen") (see press release dated June 8, 2015) and is currently working through the regulatory approvals necessary to finalize the materials to be mailed to the Company's shareholders in connection with the special meeting of Tribute shareholders to be held to approve the proposed transaction.

Forward-Looking Statements

This press release contains certain forward-looking statements about Tribute as defined under applicable securities law, which statements can be identified by the use of forward-looking terminology, such as "may", "will", "expect", "intend", "anticipate", "estimate", "predict", "plan" or "continue" or the negative thereof or other variations thereon or comparable terminology referring to future events or results. Such statements include, but are not limited to, the anticipated closing of the transaction with Pozen. Forward-looking statements, by their nature, are subject to risks and uncertainties. Tribute's actual results could differ materially from those anticipated in these forward-looking statements as a result of numerous factors, any of which could cause actual results to vary materially from current results or anticipated future results, including but not limited to, those risks and uncertainties disclosed under the heading "Risk Factors" of the Company's annual report on Form 10-K for the fiscal year ended December 31, 2014 and its other filings filed with the United States Securities and Exchange Commission and Canadian securities regulatory authorities which are available online at www.sec.gov and at www.sedar.com, respectively. Accordingly, readers should not place undue reliance on forward-looking statements. Tribute assumes no obligation to update any forward-looking statements.

For further information on Tribute visit the Company's website: www.tributepharma.com.

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