



protoKinetix^{INC.}

CELL SURVIVAL SOLUTIONS

BUSINESS SUMMARY

ProtoKinetix (OTCBB:PKTX) is a biotech company focused on developing and licensing patented anti-aging glycopeptides (AAGP™) to the health care, biotechnology and skin care/cosmetic industries. Since 2005, ProtoKinetix has been engaged in groundbreaking scientific research. Several recent tests and trials on ProtoKinetix' AAGP™ cryopreservation (freezing cells to -196°C) has shown promising results across multiple cell lines. AAGP™ molecules have demonstrated to enhance the health and extend the life of cells and seem to carry anti-inflammatory properties. ProtoKinetix is the first company to make a stable and non-toxic version.

With a versatile biotechnology platform in place, ProtoKinetix has entered into discussions with a number small and large, Fortune 500 companies to bring life-enhancing AAGP™ containing products to market. In September 2008, ProtoKinetix announced its first commercial contract to manufacture AAGP™ as the primary active ingredient in an anti-inflammatory sports cream in the US. This contract is one of several in the pipeline that is positioning ProtoKinetix on a path of rapid revenue growth and commercial success.

PATENTED TECHNOLOGY

AAGP™s were invented by ProtoKinetix Director of Science Dr. Geraldine Castelot-Deliencourt, and was developed and protected by patents in partnership with the Institute for Scientific Application of France. For her work in this area, Dr. Castelot-Deliencourt was honored in 2006 with France's highest award for scientific accomplishment – the Francinov Award.

Dr. Castelot-Deliencourt achieved what was previously thought to be the impossible. She created a stable, non-toxic and synthetic version of AFGP (Anti-Freeze Glycoprotein), a compound naturally produced by some fish, insects, reptiles, bacteria and plants that enable cell survival in freezing temperatures. The substances that prevent these organisms from freezing were isolated, characterized and designated as antifreeze glycoproteins or AFGPs.

The overall effect of the lab-created version of AFGP, trademarked by ProtoKinetix as AAGP™, is to protect, preserve and in some cases to repair living cells. ProtoKinetix is a pioneer in the clinical testing of AAGP™ in North America and Europe. Under the direction of Dr. Castelot-Deliencourt, AAGP™ has shown anti-inflammatory effects and appears to improve the health and extend the lifespan of cells.

TF Chem, a state-of-the-art lab headed by Dr. Castelot-Deliencourt in France, successfully developed a prototype derivative of AAGP™. This derivative extends ProtoKinetix' intellectual property by significantly enhancing the already powerful preservative characteristics of AAGP™. This new structure has the potential to increase AAGP™ bioactivity by a factor of over one hundred times, enabling AAGP™ to be applied at lower concentrations in each application. These low levels of concentration will be of vital importance across all

STOCK INFORMATION



Business:	Biotechnology
OTC BB Symbol:	PKTX
Market Price:	\$0.199 (10/20/08)
52 Week Range:	\$0.08 - 0.59
Avg. Daily Volume:	45,000
Est. Public Float:	30 Million
Shares Outstanding:	55.2 Million
Market Cap:	\$11 Million
Fiscal Year End:	December 31

segments of pharmaceutical, cell therapy, blood preservation and skin care industries. Minimal concentration requirements of AAGP™ will also enable ProtoKinetix to enter into new therapeutic applications.

COMMERCIAL APPLICATIONS

The extent of the value of the ProtoKinetix family of AAGPs™ is being investigated by companies and ProtoKinetix is targeting commercial entities specializing in regenerative medicine, cellular and tissue therapies, organ transplantation, trauma, blood product banking, anti-inflammation and cosmetics/skin care.

Skincare and Cosmetics

In an article on September 22, 2008, Euromonitor International analyst Virginia Lee pointed out five trends driving the overall growth of the global skin care market: an aging population; increased wealth in emerging markets like China, India and Latin America; pursuit of agelessness; technological advances; and massive awareness of health & wellness.

These trends are creating a robust world skin care market, which posted sales of \$65.7 billion in 2007, up 40% from 2002 and up 7% from 2006. Facial care, nourishers/anti-agers are growing the fastest, with sales of \$14.9 billion in 2007, up

67% from 2002. Increased demand from aging baby boomers, combined with strong market acceptance of Botox, Retinol and other biochemical-based ingredients, bodes well for ProtoKinetix planned entry into highly targeted, global skin care and cosmetics markets.

AAGP™ is an ideal active ingredient for anti-inflammatory and anti-aging skin care lotions. When AAGP™ is combined with Coenzyme Q10, a powerful anti-oxidant effect is achieved that protects and also helps the cells repair previously existing damage. In vitro laboratory tests have shown the AAGP™ molecules can protect in vitro skin cells from damage and prevent the death of cells that would otherwise occur from UV rays and free radicals. AAGP™ appears to protect in vitro skin cells from cold temperatures, oxidation, UV irradiation and pH variations.

Health Care

Health Care Applications of AAGP™ fall into two main categories: (1) harvesting, storage and transplanting cells, tissues and organs; and (2) treatments for conditions and disease caused by stress factors, including UV radiation, oxidation and inflammation. Inflammation and oxidation are both well-known causes of life-threatening conditions and diseases, as well as accelerated aging. In addition, many acute medical problems are benefiting from cell therapies and transplantation of cell, tissues and organs.

AAGP™ is now being used or investigated as a possible solution by many healthcare companies that specialize in medical cell therapies, organ transplant, trauma, blood product banking and anti-inflammation.

ProtoKinetix expects to license several commercial applications from its AAGP™ family as well as expand its ongoing R&D with institutions and businesses. ProtoKinetix is actively in talks with several healthcare companies that are testing the molecule in their specific niche applications.

Stem Cell Research

Stem cell research often precludes advancements in health care, and is considered one of most promising areas of R&D in biotechnology today. According to Research and Markets, the value of stem cell-therapy is projected to increase from \$26.6 billion in 2005 to \$56.2 billion in 2010 and \$96.3 billion in 2015. Medical scientists believe that stem cells offer the potential to cure or mitigate a host of pervasive and debilitating diseases and conditions such as multiple sclerosis, Parkinson's Alzheimer's, and diabetes. They also believe that stem cells can be used to repair damaged tissues or cells caused by injuries to organs, limbs, and the spinal cord.

A top tier company in the Umbilical Cord Blood Preservation (UCB) industry has conducted preliminary tests using AAGP™ as a protective agent in the cryofreezing and subsequent thawing of cord blood units. Post-thawing, those that had

used a small concentration of AAGP™ showed a 104% average increase in yield compared to cells without AAGP™, and a function level 38% greater than the control group.

UCB companies enable families to save their newborn's cord blood for possible future medical use in the treatment of over 40-diseases, including blood cancers and genetic disease. Since a major loss of cells occurs in the transportation and storage of the cord blood prior to freezing, it has been suggested that AAGP™ be added to the cord blood bags before shipping. This could further assist in the increase of the viable cell population. In laboratory controlled tests, AAGP™-treated cells have survived harsh environmental stresses such as cryopreservation hydrogen peroxide oxidation, inflammation from interleukin 1Beta, UV-C radiation, and nutrient deprivation.

KEY CONTRACT

In September 2008, ProtoKinetix announced the signing of its first commercial contract to manufacture and provide AAGP™ as the key active ingredient in a topical anti-inflammatory cream. This new product is expected to be launched within the next few months by manufacturer IB Relief, a leader in sports injury relief. The launch will be greatly enhanced by the use of proven channels of distribution to maximize ProtoKinetix' share of this multi-billion dollar market.

MEKT, LLC, the parent company that produces IB Relief, is a privately held pharmaceutical firm that specializes in topical cream products for pain management. Pain management is a \$22 billion business in the US, growing at 6.6% yearly. MEKT entered into a License Agreement with ProtoKinetix after an extensive evaluation of the testing that has been completed on AAGP™. The list of companies actively conducting trials using AAGP™ is growing.

GROUNDFLOOR OPPORTUNITY

AAGP™ has been tested the world over by universities, institutions and internally through its award-winning chief of science in France. Year to date, ProtoKinetix has successfully completed testing with a commercial leader in cord blood research industry which showed very positive results in protecting blood cords and cell functioning. In addition, a major health care corporation has invested in and is now completing exhaustive testing of its AAGP™ cryopreservation technology.

ProtoKinetix plans to build upon its ongoing R&D activities and solidify partnerships with companies that offer the marketing, distribution and manufacturing expertise to bring AAGP™ to use in multi-billion dollar industries. The Company expects to begin generating recurring licensing revenues and royalty fees in 2009 and consistently increase shareholder value over the long-term.

Corporate Highlights

- ◆ Owns the Worldwide Rights to a Patented Biotechnology
- ◆ Intellectual Property and Cell Survival Applications Growing
- ◆ Licensing Model Accelerates Time-to-Market Products & Generate Revenues
- ◆ Multi-Billion Dollar Global Markets (i.e. skincare/cosmetics, organ transplants, cell therapeutics and other health care solutions)
- ◆ First Commercial Contract Targets the \$2.6 Billion U.S. Sports Injury Medicine Market
- ◆ World-Class Scientific and Business Advisory Team
- ◆ In Discussions with Fortune 500 companies for Joint Ventures & Strategic Partnerships
- ◆ Early Stages of Commercialization Delivers Substantial Upside Potential

Experienced Leadership

Board of Directors

Ross L. Senior, LLB, *President and CEO*, in 2005 co-founded Rowan All Natural Skin Care, Inc., a Canadian-based provider of skin care products for the health care profession. In 1988, Mr. Senior founded Ross L. Senior and Associates, a business and technology consulting firm, where he remained its principal from 1988 to 2005. He practiced law from 1974 to 1988 and appeared as a trial lawyer in various tribunals until 2005.

C. Fred Whittaker, *Director*, is a Chartered Accountant of over 40 years with experiencing working for large accounting firms including KPMG. For the past 30 years, he has been senior partner of Whittaker & Associates, which he also founded.

Dr. Maximilien Arella, PhD, *Director*, is the prior chairman and professor of Virology at IAF (since 1984), as well as adjunct professor at the School of Graduate Studies of the University of Montreal. Over the past 15 years, Dr. Arella has been involved in various start-up companies and in many national and international committees for the development of new therapeutics and diagnostic systems. He is the author of more than 105 publications and chapters in books, three submitted patents and more than 250 abstracts in national and international meetings.

Science & Business Advisory Board

Dr. Geraldine Castelot-Deliencourt, PhD, *Chief Scientist, Organic Chemistry*, is the innovator behind the first synthetic AFGP molecule, trademarked as AAGP™ by ProtoKinetix. Dr. Castelot-Deliencourt continues her groundbreaking research in Rouen, France and is concurrently Managing Director of TF Chem Inc.

Dr. Frédéric Mazurier, PhD, *Chief Scientist, Cell Biology*, is a leading scientific researcher on cell biology, a published author in many world-renowned medical journals and a frequent keynote speaker in his native France. Since 2003, Dr. Mazurier has worked at the Inserm, the only French public organization entirely dedicated to biological, medical and public health research.

Dr. Julia T. Hunter, M.D., *Founder, Skin Fitness Plus* (www.skinfitnessplus.com) in Beverly Hills, California, medical background includes medical school in Alabama, with training at Beth Israel Hospital, Boston; Columbia College of Physicians and Surgeons; Cornell University; New York Hospital; St. Vincent's Hospital, New York City.

Edward D. Martin, M.D., *Group Chair*, is a Rear Admiral (retired) of the U.S. Public Health Service (PHS), having served 30 years, including the U.S. DoD. He is the former Chief of Staff for C. Everett Koop, M.D., Surgeon General. For four years, he was the Chief Medical Officer at Science Applications International Corporation (SAIC) and continues to support SAIC on a part-time basis. He is a co-founder of Martin Blanck & Associates, a leading health care consulting firm (www.martin-blanck.com).

Dr. John S. Parker, M.D., *Chairman, Science Advisory Board*, is a retired Major General for the US Army and former Commanding General US Army Medical Research and Material Command (MRMC).

Dr. Harold M. Koenig, M.D. is the *former Surgeon General of the United States Navy*. Dr. Koenig served in the Office of the Secretary of Defense for Health under Presidents Bush and Clinton.

Donald J. Weber is the *chairman and founder of Logistics Health, Inc.* (www.logisticshealth.com), a service provider for the DoD, Homeland Security and the Centers for Disease Control. Previously, Mr. Weber was the president and founder of National Health Screenings.

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