



NEWS RELEASE

For Immediate Release

Afexa Life Sciences Inc., maker of COLD-FX[®], Appoints Tracey Ramsay as Chief Marketing Officer and Senior Vice President Sales

EDMONTON, ALBERTA (January 21, 2011) – Afexa Life Sciences Inc. (“Afexa” or the “Company”) (**TSX:FXA**), maker of COLD-FX, announced that Ms. Tracey Ramsay has agreed to join the Company, effective January 31, 2011 as Chief Marketing Officer and Senior Vice President Sales. Ms. Ramsay will serve on Afexa’s Executive Leadership Team, and will report directly to the Chairman and Chief Executive Officer.

“Afexa continues to prepare for the launch of a number of new products in the coming years. The addition of Tracey, with her impressive sales and marketing background with other bioscience and pharmaceutical companies further enhances Afexa’s management team to strategically prepare for these new launches,” said Afexa’s Chairman and CEO, Jack Moffatt. “Tracey, in addition to having overall day to day strategic marketing responsibilities, will have the Company’s sales team reporting to her. The Company’s current Vice President of Sales will be stepping down.

Before joining Afexa, Ms. Ramsay held positions as Vice President of Sales, Vice President Marketing and General Manager within large multi-national pharmaceutical and healthcare companies. Her strategic and operational management skills have contributed to the development of organizational structures that have realized increased market share for products having complex regulatory requirements.

ABOUT AFEAXA LIFE SCIENCES

Afexa Life Sciences Inc., founded in 1992, strives to deliver the most trusted health brand on the planet through pioneering evidence-based natural medicines that empower people to achieve their health potential. The Company’s patented ChemBioPrint[®] discovery and standardization technology enables the development of effective and safe medicines from complex natural sources, while ensuring reliable health benefits and batch-to-batch consistency. COLD-FX[®], a ChemBioPrint product, is the Company’s flagship product and Canada’s leading over-the-counter (OTC) cold and flu remedy. It is officially indicated in Canada to help reduce the frequency, severity and duration of cold and flu symptoms by boosting the immune system. COLD-FX has a product license (NPN) and is supported by scientific evidence, including randomized, double-blind, placebo-controlled clinical trials.

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Advisory Regarding Forward-looking Statements:

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