

Generex Biotechnology Adds World-Class Leadership to Executive Management Team

- Executives of Newly Acquired Olaregen Therapeutix Appointed to Head Commercialization Efforts -

MIRAMAR, FL, November 28, 2018 -- Generex Biotechnology Corporation (OTCMKTS:GNBT) announced today the appointment of Anthony J. Dolisi as Generex Chief Commercial Officer and Michelle Starr as Generex Chief Marketing Officer. The two executives join the corporate executive team of Generex following the acquisition of Olaregen Therapeutix, where they will focus on the commercial launch of Excellagen®, a regenerative collagen gel matrix, which is cleared by FDA for 17 indications, including partial and full thickness wounds, pressure ulcers, venous ulcers, diabetic ulcers, chronic vascular ulcers, tunneled/undermined wounds, surgical wounds (donor sites/grafts, post-Mohs surgery, post-laser surgery, podiatric, wound dehiscence), trauma wounds (abrasions, lacerations, second-degree burns, and skin tears) and draining wounds.

Mr. Dolisi has built a 24+ year career in the industry as a senior executive and business leader with fortune 500 companies including American Home Products, Glaxo SmithKline, Agouron, Pfizer, and Johnson & Johnson. Mr. Dolisi is a sales, commercial and channel expert with: IDN, 340B, MCO, PBM, Specialty SPP LTC, State/ Federal Government, Reimbursement /MACs, PAP / PSP / HUB. Mr. Dolisi is able to combine both commercial sales and clinical expertise. He made his mark by building multi-million-dollar businesses, igniting growth in business lines, devising innovative differentiated product strategies, and spurring company growth through creative and comprehensive portfolio strategies. Mr. Dolisi will lead in all efforts to commercialize the products, develop sales structures to effectively impact the market, and will be responsible for oversight of all commercial sectors of the company.

Ms. Starr has had a highly accomplished career in medical communications and strategic planning in the pharmaceutical and biotechnology industries for over 25 years. Her experience spans several therapeutic categories including all aspects of cardiovascular disease, neuroscience, osteoarthritis, rheumatoid arthritis, ophthalmology, gastrointestinal diseases, and inflammation. She has designed initiatives to create disease awareness for first in-class/category products, as well as previously untreated disease states. In addition, Michelle has also developed and retained long-standing relationships with Global Opinion Leaders in several therapeutic categories. Michelle started BioDialogue with a focus on early- and clinical-stage companies where she applied her experience, skills, and competencies in their development of products from proof of concept through commercialization. The goal of the company was to bring together early in the process, all stakeholders including companies, physicians,

regulatory/payers and patients to ensure not only approval of products but market access, physician adoption, and patient advocacy. Michelle will be responsible for creating an effective communications strategy targeting the viable end users and creating a universal product message to be utilized with all key products.

“We welcome Anthony and Michelle, two highly regarded and experienced pharmaceutical executives that will be joining the Generex team,” said Joe Moscato, CEO of Generex. “The acquisition of Olaregen advances our corporate strategy as an integrated life science holding company, and we are excited about the impending launch of our first product, *Excellagen*®, which has FDA clearance as a 510K Class III medical device. In Olaregen, we acquire not just a company, but an exceptional management team; Anthony is joining Generex’s leadership team as our Chief Commercial Officer and will leading sales, marketing, and commercialization of the Olaragen and Generex pipelines in addition to his role as CEO with Olaregen. In addition, Olaregen’s Chief Marketing Officer, Michelle Starr, will be joining the executive team at Generex as the Chief Marketing Officer. We are fortunate to have such an experienced pharmaceutical team leading the commercialization of products for the Generex family of development companies. Their expertise will lead to successful market introduction of our current product portfolio and will also motivate future acquisition targets to become part of our growth strategy.”

Anthony J. Dolisi, CEO of Olaregen & Chief Commercial Officer of Generex, commented “Joe’s vision of bringing together an interconnected network stakeholder with a goal to provide optimal, cost effective patient care is setting a new standard in healthcare and we are thrilled to be a part of it.”

About Generex Biotechnology

Generex is a strategic, diversified healthcare holdings company with offerings in a variety of services, diagnostics, medical devices, and pharmaceutical development. The Company’s direct-to-patient services support its strategy of all-inclusive access to doctors, diagnostics, therapeutics, and additional health-related services to greatly improve the patient experience in receiving care. On the provider side, Generex’s management services remove administrative burdens in multiple provider settings, including private practice and hospital, allowing doctors to devote more time to patient care. Revenue from the Company’s subsidiaries will support clinical advancement of its wholly owned therapeutic products with a focus in immunotherapeutics based on stimulating critical members of the immune response, known as T helper cells, and its proprietary buccal administration of insulin.

Cautionary Note Regarding Forward-Looking Statements

This release and oral statements made from time to time by Generex representatives in respect of the same subject matter may contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements can be

identified by introductory words such as "expects," "plan," "believes," "will," "achieve," "anticipate," "would," "should," "subject to" or words of similar meaning, and by the fact that they do not relate strictly to historical or current facts. Forward-looking statements frequently are used in discussing potential product applications, potential collaborations, product development activities, clinical studies, regulatory submissions and approvals, and similar operating matters. Many factors may cause actual results to differ from forward-looking statements, including inaccurate assumptions and a broad variety of risks and uncertainties, some of which are known and others of which are not. Known risks and uncertainties include those identified from time to time in the reports filed by Generex with the Securities and Exchange Commission, which should be considered together with any forward-looking statement. No forward-looking statement is a guarantee of future results or events, and one should avoid placing undue reliance on such statements. Generex undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise. Generex claims the protection of the safe harbor for forward-looking statements that is contained in the Private Securities Litigation Reform Act.

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