

Generex Biotechnology Subsidiary Olaregen Therapeutix Announces the Appointment of Vice President of Business Strategy

Industry Veteran John P. Sentman to Lead Strategic Sales and Partnering

MIRAMAR, FL, March 8, 2019 – Olaregen Therapeutix, a subsidiary of Generex Biotechnology Corporation (www.generex.com) (OTCQB:GNBT) (<http://www.otcm Markets.com/stock/GNBT/quote>) is proud to announce the appointment of John P. Sentman as Vice President of Business Strategy. In his position, Mr. Sentman will lead and coordinate the activities and operations of the business strategy department responsible for executing all aspects of the organization's overall business strategy, sales and market planning, and financial forecasts.

Mr. Sentman has over 30 years of experience in commercial, marketing, and strategic planning roles within the medical device industry, primarily in the wound care field. He joins Olaregen from Integra Life Sciences where he was Senior Director of Global Marketing for Regenerative Technologies, overseeing brand marketing of the company's soft tissue repair portfolio. Prior to Integra, Mr. Sentman held various sales, management, and marketing roles, both domestically and internationally over a 20-year career with ConvaTec, a leading manufacturer of wound care products. Mr. Sentman received his bachelor's degree in finance from American University's School of Business.

"We are extremely pleased to have John leading business strategy, market development and the commercial launch of Excellagen," said Anthony Dolisi, CEO of Olaregen and Chief Commercial Officer of Generex. "His extensive wound care experience and market knowledge will be instrumental to the company's commercial success."

Mr. Sentman commented on his new position, "I welcome the opportunity to launch and build the Excellagen brand as the leading Cellular Tissue Product in treating hard-to-heal wounds, and I look forward to working closely with the Olaregen team."

About Generex Biotechnology Corp.

Generex Biotechnology is an integrated healthcare holding company with end-to-end solutions for patient centric care from rapid diagnosis through delivery of personalized therapies. Generex is building a new kind of healthcare company that extends beyond traditional models providing support to physicians in an MSO network, and ongoing relationships with patients to improve the patient experience and access to optimal care.

In addition to advancing a legacy portfolio of immune-oncology assets, medical devices, and diagnostics, the Company is focused on an acquisition strategy of strategic businesses that complement existing assets and provide immediate sources of revenue and working capital. Recent acquisitions include a management services organization, a network of pharmacies, clinical laboratory, and medical device companies with new and approved products.

Our newly formed, wholly-owned subsidiary, NuGenerex Distribution Solutions (NDS), integrates our MSO network with a pharmacy network, clinical diagnostic lab, durable medical equipment company (DME-IQ) and dedicated call center.

About Olaregen Therapeutics

Olaregen Therapeutix, Inc. is a regenerative medicine company focused on the development, manufacturing and commercialization of products that fill unmet needs in the current wound care market. The company aims to provide advanced healing solutions that substantially improve medical outcomes while lowering the overall cost of care. Olaregen's first product introduction, *Excellagen* (flowable dermal matrix) is a topically applied product for dermal wounds and other indications. *Excellagen* is a FDA 510K cleared device for a broad array of dermal wounds, 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, enabling Olaregen to market *Excellagen* in multiple vertical markets. Additionally, *Excellagen* can serve as an Enabling Delivery Platform for pluripotent stem cells, antimicrobial agents, small molecule drugs, DNA-Based Biologics, conditioned cell media and peptides. Olaregen's initial focus will be in advanced wound care including diabetic foot ulcers (DFU), venous leg ulcers and pressure ulcers. Future products focusing on innovative therapies in bone and joint regeneration comprise the current pipeline. The company's mission is to become a significant force in regenerative medicine and advance the science of healing.

About our Service-Disabled Veteran-Owned Small Business (SDVOSB)

This a Service-Disabled Veteran-Owned Small Business (SDVOSB) that specializes in the sale, marketing, and distribution of innovative medical products through a nationwide network of veteran owned distribution services.



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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