



C3 Jian Inc.

4503 Glencoe Avenue
Marina del Rey, CA 90292
www.c3-jian.com

(310) 665-2928 Tel.
(310) 665-2963 Fax.

C3 Jian Adds Two Top Oral Healthcare Professionals to its Board of Directors

LOS ANGELES, Calif. — November 10, 2014— C3 Jian, Inc., a private company focused on providing improved oral healthcare through new pharmaceutical products, announced the appointment of Steven J. Semmelmayer and Richard P. Bisson to its Board of Directors.

Mr. Semmelmayer joins the C3 Jian board with more than 32 years of experience in the dental industry. He currently serves as Chief Executive Officer of DenMat Holdings LLC, a leading provider of products for dental professionals. Prior to DenMat, Mr. Semmelmayer was the CEO of Discus Dental from 2008 to 2011 when Discus merged with Koninklijke Philips Electronics. Mr. Semmelmayer was CEO and Chairman of the Board of LED Medical Diagnostics from 2006 to 2008; and served in various capacities with Sybron Dental Specialties from 1979 to 2006 including as President, Professional Dental, at the time of that company's \$2 billion acquisition by Danaher Corporation.

Since April 2006, Richard Bisson has served as the Chief Executive Officer, President and Member of the Board of Directors of Water Pik, Inc. Mr. Bisson was also Vice President of Operations at Water Pik Technologies from August 1999 to the time he was appointed CEO. Mr. Bisson is the former Managing Director of Gilardoni S.P.A., an Italian provider of X-ray and ultrasonic products and related medical services. In addition to demonstrated leadership capabilities with senior-level manufacturing positions with Black & Decker and Philips Corp, Mr. Bisson brings over 30 years of experience in all aspects of commercial operations.

"We are extremely excited about Richard and Steve joining our Board of Directors," stated Mr. Todd R. Patrick, President and CEO of C3 Jian, Inc. "Richard's experience in building Water Pik's brand awareness in the oral healthcare industry and the resulting significant increase in revenues and earnings will be a great resource for us as we move our lead product toward eventual commercialization. Having Steve on board, with his vast operational experience and contacts in the dental industry, will be an extraordinary benefit as we examine various sales, marketing/distribution options and worldwide partnering strategies for C16G2. Each of these very successful executives brings a unique and valuable skill set to C3 Jian."

The indication targeted for C16G2, the Company's lead program, is the prevention of dental caries in adults, adolescents and pediatrics. Dental caries, also known as tooth decay or cavities, is rated the most common chronic childhood disease according to the U.S. Surgeon General. In the U.S. alone, over \$100 billion is spent annually on oral health expenditures. A majority of these expenses is directly related to dental caries.

"A new dental caries therapy would be a disruptive product that would greatly improve the oral healthcare professionals' ability to serve their patients," said Mr. Bisson. "If the clinical data continue to



C3 Jian Inc.

4503 Glencoe Avenue
Marina del Rey, CA 90292
www.c3-jian.com

(310) 665-2928 Tel.
(310) 665-2963 Fax.

hold up, then this really could be a once in a lifetime opportunity. I look forward to contributing to the Company's commercialization strategy."

In September 2014, C3 Jian completed the initial Phase 2 Clinical Trial for C16G2, the first peptide therapeutic derived from the Company's proprietary, pheromone signaling platform technology referred to as STAMPs (Specifically Targeted Antimicrobial Peptides). In a large portion of study subjects, the Company was able to show C16G2 delivered via a gel in dental trays had a 10 fold specific reduction in *Streptococcus mutans* (*S. mutans*), the bacterium targeted by C16G2, after one week of treatment. The meaningful reductions in the treated group lasted until the end of the study period, or one week post treatment. By contrast, those study subjects receiving the placebo had increased levels of *S. mutans* after one week. C16G2 also continues to demonstrate an acceptable safety and tolerability profile. The Company is continuing to test the product candidate in additional Phase 2 studies.

"I am really thrilled to be joining the board of one of the more innovative companies I have seen in the dental industry," stated Mr. Semmelmayr. "C3 Jian has put together a first class management team and investor group, to go along with a potentially revolutionary lead product. It is about time the industry advances a new way to manage such a wide-spread and costly disease."

About C3 Jian, Inc.

C3 Jian is a clinical-stage biotechnology company developing and commercializing novel products to diagnose, treat and prevent diseases related to the human microbiome, with an initial focus on improving oral health. C3 is advancing proprietary targeted solutions, which can offer more selective, efficacious and safer treatment modalities than broad spectrum antibiotics. The Company's platform cell signaling STAMP technology has potential applications to a variety of diseases and disorders particularly related to bacterial and fungal infections. C3 Jian is based in Los Angeles, California. For more information about the company, please visit www.c3-jian.com.

Media Contact: Mr. Justin Hsiao, (T) 310.665.2928 x206, Email: jhsiao@c3-jian.com