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NFL Veterans Corey Chavous and Jack Brewer Support Amarantus BioSciences' Traumatic Brain Injury Research

SUNNYVALE, CA and MINNEAPOLIS, MN – January 9, 2012 – Amarantus BioSciences, Inc. (OTCBB: AMBS), a biotechnology company developing Mesencephalic-Astrocyte-derived Neurotrophic Factor (MANF), a first-in-class disease-modifying therapeutic protein, today announced a commitment by 11-year National Football League (NFL) Veteran and Pro Bowler Corey Chavous as well as former NFL safety and CEO of The Brewer Group Companies, Jack Brewer to support the further research of the treatments of Traumatic Brain Injury (TBI), including the current work being done by Amarantus BioSciences.

This announcement coincides with Brewer Sports International's recent funding of a pre-clinical study by Amarantus evaluating their asset MANF as a potential treatment for TBI.

“Concussion management is a serious issue affecting athletes in a wide variety of sports and other activities, and we are grateful to have the continued support from Brewer Sports International and various professional athletes who are directly affected by Traumatic Brain Injury as we test MANF against this debilitating condition,” said Gerald Commissiong, President and CEO of Amarantus.

Chavous was drafted by the Arizona Cardinals in the second round of 1998 NFL Draft and played 11 years in the NFL for three different teams (Arizona Cardinals, Minnesota Vikings and St. Louis Rams), primarily as a safety but also as a cornerback. Known as one of the most instinctive safeties of his era, Chavous earned a Pro Bowl selection in 2003. During his NFL career, he was also a regular NFL draft television analyst and is the Founder and President of the media company and website DraftNasty.com.

“As an ex-NFL player, I personally have experienced hundreds of violent collisions throughout my career and also have several teammates and friends who suffer the lasting effects of Traumatic Brain Injury,” said Corey Chavous, NFL alumni and President of DraftNasty.com. “I am committed to helping advance TBI research and development and am hopeful that our support will raise awareness and new technology for the treatment of brain injury and concussions.”

Brewer Sports International (BSI) CEO Jack Brewer played for five years in the NFL, retiring in 2007. Many of BSI's professional athlete clientele participate in sports where concussions are prevalent, and the firm maintains a strong desire to advance research and awareness in the area and will continue to bring on athlete ambassadors to support this effort. The Amarantus study targeting TBI fits this focus and if the initial study is positive, Brewer will also help Amarantus identify additional funding channels to support further studies.

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About MANF (Mesencephalic-Astrocyte-derived Neurotrophic Factor)

MANF (Mesencephalic-Astrocyte-derived Neurotrophic Factor) is a protein that corrects protein misfolding, one of the major causes of apoptosis (cell death). This property provides a compelling rationale for the research and development of MANF-based products as therapeutics for human disease. The lead MANF product development effort is centered on a therapy for Parkinson's disease, currently funded by a research grant from the Michael J. Fox Foundation for Parkinson's Research. The Company also owns an inventory of 88 cell lines referred to as "PhenoGuard Cell Lines." MANF was the first therapeutic protein discovered from a PhenoGuard Cell Line. It is anticipated that additional therapeutic proteins useful for various therapeutic approaches to the Central Nervous System (CNS) will be identified from the Company's inventory of PhenoGuard Cell Lines.

About Amarantus BioSciences, Inc.

Amarantus BioSciences, Inc. is a California-based development-stage biotechnology company founded in January 2008. The Company has a focus on developing certain biologics surrounding the intellectual property and proprietary technologies it owns to treat Parkinson's disease and other human diseases. The Company owns the intellectual property rights to a therapeutic protein known as Mesencephalic-Astrocyte-derived Neurotrophic Factor ("MANF"). For further information please visit www.amarantus.com.

About Brewer Sports International

Brewer Sports International (BSI) offers a boutique of sports lending, corporate advisory and entertainment services for professional athletes, sports agencies, public and private corporations and various partners including international organizations, governments and NGOs. Based in Minneapolis, with offices in New York, Dallas, Beijing and the Caribbean, BSI was founded by Jack Brewer, a five-year National Football League (NFL) veteran and former team captain on three NFL teams. Additionally, BSI has created a unique financial services platform that is offered to professional athletes and sports agencies, as well as high net worth individuals and businesses touching professional sports. BSI takes pride in building value for its clients through sports and entertainment. For more information, please visit www.brewersports.com.

Forward Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements about the possible benefits of MANF therapeutic applications and/or advantages presented by Amarantus' PhenoGuard technology, as well as statements about expectations, plans and prospects of the development of Amarantus' new product candidates. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including the risks that the anticipated benefits of the therapeutic drug candidates or discovery platforms, as well as the risks, uncertainties and assumptions relating to the development of Amarantus' new product candidates, including those identified under "Risk Factors" in Amarantus' most recently filed Annual Report on Form 10-K and Quarterly Report on Form 10-Q and in other filings Amarantus periodically makes with the SEC. Actual results may differ materially from those contemplated by these forward-looking statements. Amarantus does not undertake to update any of these forward-looking statements to reflect a change in its views or events or circumstances that occur after the date of this presentation.