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LIFELINE THERAPEUTICS, INC. ENGAGES CATALYST FINANCIAL RESOURCES

DENVER, Colorado -- Lifeline Therapeutics, Inc. (OTCBB: LFLT), maker of Protandim®, has selected Catalyst Financial Resources to execute a comprehensive investor awareness campaign aimed at enhancing shareholder value. Catalyst Financial Resources will initiate a program which includes investor conferences, institutional targeting and equity research coverage to help promote the visibility of Lifeline Therapeutics, Inc. in the financial marketplace. The contract involves extensive use of Catalyst's proprietary process for creating, managing and developing institutional exposure to under-followed small & micro-cap companies.

About Lifeline Therapeutics

Lifeline Therapeutics, Inc. markets Protandim®, a patent-pending dietary supplement that increases the body's natural antioxidant protection. Lifeline Therapeutics is committed to helping people achieve health and wellness for life. For more information, please visit the Protandim® product website at <http://www.protandim.com>.

Oxidative stress (cell damage caused by free radicals) occurs as a person ages or is subjected to stresses such as certain illnesses. TBARS are harmful, reactive substances that indicate the level of oxidative stress in the body. New data from a scientific study in men and women show that after 30 days of taking Protandim®, the level of circulating TBARS decreased an average of 40 percent, and the age-related increase in TBARS was eliminated. Protandim® strengthens a person's defenses against oxidative stress by increasing the body's natural activity of antioxidant enzymes.

About Catalyst Financial Resources

Catalyst Financial Resources, LLC is an investor awareness firm helping small- and micro-cap companies gain credible exposure in the financial community. Employing the *Catalyst System™*, we augment a firm's existing investor relations activities and assist in achieving appropriate valuation in the marketplace. The *Catalyst System™* was born out of an intense commitment to the small-cap, under-followed market and the need to forge a new standard on Wall Street. Founded in 2002 by Marc Robins, CFA, Catalyst Financial Resources has a proven track record of meeting the needs of both the management and the shareholders of small-cap companies. <http://www.catalystresearch.com>.

Forward Looking Statements

Except for historical information contained herein, this document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and applicable common law. These statements involve known and unknown risks and uncertainties that may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. Further, the Company operates in industries where securities values may be volatile and may be influenced by regulatory and other factors beyond the Company's control. Other important factors that the Company believes might cause such differences include the Company's limited cash flow and the rapid development of technology, lack of liquidity for the Company's common stock, working capital shortages, the length of time for scientific advances to reach the market (if they ever reach the market), among other risks. In assessing forward-looking statements contained herein, readers are urged to carefully read all cautionary statements contained in the Company's filings with the Securities and Exchange Commission.

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