



Media Contact(s):
Yves Dezawy
(646) 546-5151
Yves@OxySure.com
www.OxySure.com

OxySure Announces ANVISA Approval in Brazil



**Agência Nacional de
Vigilância Sanitária**

Frisco, Texas, July 10, 2012 – OxySure® Systems, Inc. (OTCBB:OXYS) (“OxySure”), the pioneering manufacturer of life-saving easy-to-use emergency oxygen solutions with its “oxygen from powder” technology announces that the OxySure Model 615 was approved for commercialization by Agência Nacional de Vigilância Sanitária (ANVISA) in Brazil. ANVISA is the National Health Surveillance Agency for Brazil.

The Company also retained the law firm of Horzepa Spiegel & Associates, PC to advise OxySure regarding the distribution of its products in Brazil and to assist in structuring and negotiating business opportunities in the Brazilian market. Andrea Almeida, an associate with Horzepa Spiegel & Associates PC, will work closely with the Company’s senior management team. “As a native Brazilian with a full command of Portuguese and a good understanding of the market dynamics Andrea is well suited to the task,” said Julian Ross, CEO of OxySure. “This is a huge market for us, and we are excited about the opportunities there for our lifesaving products.”

Joseph Horzepa, managing partner of Horzepa Spiegel & Associates said “Our firm is pleased to be able to offer its resources and experience in the Brazilian market to OxySure and look forward to working with OxySure’s management to assist the Company in structuring an effective distribution channel in Brazil.”

Ms. Almeida is a licensed attorney in both the United States and in Brazil.

About OxySure Systems, Inc.

OxySure Systems, Inc. is a Frisco, Texas-based medical technology company that focuses on the design, manufacture and distribution of specialty respiratory and medical solutions. The company pioneered a safe and easy to use solution to produce medically pure (USP) oxygen from inert powders. The company owns numerous issued patents and patents pending on this technology which makes the provision of emergency oxygen safer, more accessible and easier to use than traditional oxygen provision systems. OxySure’s products improve access to emergency oxygen that affects the survival, recovery and safety of individuals in several areas of need: (1) Public and private places and settings where medical emergencies can occur; (2) Individuals at risk for cardiac, respiratory or general medical distress needing immediate help prior to emergency medical care arrival; and (3) Those requiring immediate protection and escape from exposure situations or oxygen-deficient situations in industrial, mining, military, or other “Immediately Dangerous to Life or Health” (IDLH) environments. www.OxySure.com

About Horzepa Spiegel & Associates

Horzepa Spiegel & Associates PC is a national law firm that provides sophisticated corporate and business legal services to companies, business owners and entrepreneurs throughout the United States. With offices in Texas and New York, the firm works in partnership with clients, delivering personal service, and balancing legal issues with business realities. HS&A advises established businesses, emerging companies, and start-ups on managing legal risks while forming profitable commercial relationships to maximize opportunities and drive growth.

US website: <http://www.horzepalaw.com>

Portuguese website: <http://www.horzepalaw.com/pt/index.php>

Forward-Looking Statements

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Statements contained in this release that are not historical facts, including, without limitation, statements that relate to the Company's expectations with regard to the future impact on the Company's results from new products in development, may be deemed to be forward-looking statements. Words such as "expects", "intends", "plans", "may", "could", "should", "anticipates", "likely", "believes," "goal" and words of similar import also identify forward-looking statements. These statements are subject to risks and uncertainties. Forward-looking statements are based on current facts and analyses and other information that are based on forecasts of future results, estimates of amounts not yet determined and assumptions of management. Readers are urged not to place undue reliance on the forward-looking statements, which speak only as of the date of this release. Except as may be required under applicable law, we assume no obligation to update any forward-looking statements in order to reflect any event or circumstance that may arise after the date of this release. Additional information on risks and other factors that may affect the business and financial results of OxySure Systems, Inc. can be found in the filings of OxySure Systems, Inc. with the U.S. Securities and Exchange Commission.