



OxySure (OXYS) Announces Corporate Update

Frisco, Texas, USA, July 30, 2014 – OxySure Systems, Inc. (OTCQB: OXYS) ("OxySure," or the "Company"), the medical device innovator of life-saving easy-to-use emergency oxygen solutions with its "oxygen from powder" technology, announced today the release of a corporate update as presented by OxySure's CEO Julian Ross.

Mr. Ross began the update by stating, "This corporate update serves to provide shareholders with an update on our progress so far in 2014, and a sense of some of the initiatives we are focused on for the remainder of the year. Let me begin with the fundamentals. We believe we have maintained our momentum from 2013 and the remarkable revenue growth and bottom line improvement from that year, into 2014. We have done so in spite of the impact of the government sequester and product improvements we have initiated in 1Q2014. We have continued our strong period over period growth in the first quarter of 2014, and we expect to continue that momentum into the second quarter. We reiterate that we have a clear focused plan for value creation -- short term, low risk pathway, a growing global footprint and world-class advisors."

Our global footprint is growing and we continue to strengthen and expand our global distribution position, with discussions in progress in several countries including Thailand, Greece, Taiwan, Saudi Arabia, Singapore, and China. We continue to believe that our oxygen from powder technology and related solutions represent the only solutions available in the world today to play a much needed role in improving outcomes in millions of medical emergencies. By making it possible for lay persons to administer medical oxygen during those first, critical minutes after a medical emergency, providing initial stabilization while waiting for professional first responders to arrive, improved outcomes have been observed in thousands of cases involving cardiac arrest, asthma exacerbations, COPD exacerbations, respiratory arrest, migraine attacks, allergy attacks, near drowning, poisoning/drug overdose, sports injuries, and a vast array of other minor and serious medical emergency categories.

On the capital markets side, we continue to expand our presence and outreach in the investment community, and have completed several roadshows in New York and Boston in recent months. We plan to continue to increase our participation in roadshows, investor events, and other investment and industry conferences, and we have several planned in the upcoming months."

Recent Events

"We have recently announced events that are milestones in our mission to position our company as a platform for significant growth. These announcements include:

- We announced that we expanded to Hong Kong and Macau;
- We closed a \$750,000 institutional private placement on attractive terms;
- We improved our balance sheet by reducing debt by nearly \$1 million;
- We announced that our OxySure Model 615 portable emergency oxygen device has received CE Mark approval, a critical step toward launching this unique product into the thirty countries belonging to the European Economic Area (EEA);
- We announced a pilot program of a cloud based product tracking and incident reporting software system;
- Our products became available in the MSC Industrial "Big Book" and on mscdirect.com;
- We announced that we received the first of two approvals from the Therapeutic Goods Administration (TGA) in Australia;
- We received a significant economic incentive from Frisco Economic Development Corporation in the City of Frisco; and
- We appointed Save-a-Life, Inc. of Carol Stream, Illinois as a distributor."

Looking ahead

"From a company perspective," Mr. Ross adds, "our growth continues to be on track. We continue to see significant pull through demand from international markets as our product value proposition resonates in every country around the globe. We are moving forward with our military initiatives, and we are moving forward with corporate development initiatives.

Current initiatives include, but are not limited, to the following:

- We are focused on driving sales;
- We are continuing our negotiations with distribution partners in several countries, not only in Europe but also South America and Asia;
- We are making progress with distribution partners and strategic alliances in the US;
- We are making progress with our pilot project for a cloud based tracking and incident reporting system; and
- We are making progress towards our goal of expanding our management team with suitable talent from the medical device, emergency/resuscitation, and distribution industries.

We reiterate that have a clear, focused plan for value creation -- short term, low risk pathway, and world-class advisors.

We have intellectual property in place to protect our proprietary innovations.

Our products address significant unmet needs in billion dollar markets.

Our future is defined by the potential of the market, which is very strong. A high growth market provides burgeoning opportunities and we believe we will be well positioned to seize those opportunities," Mr. Ross concluded.

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

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" 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.

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