



## OxySure Therapeutics (OXYS) Launches “March Madness” Sales Competition

**Frisco, Texas, USA**, March 2, 2016 – OxySure Therapeutics, Inc. (OTCQB: OXYS) (“OxySure,” or the “Company”), a global leader and medical device innovator of life-saving, easy-to-use emergency oxygen products with its “oxygen from powder” technology and other innovative emergency medical solutions today launched its first annual “March Madness” sales competition.

OxySure’s March Madness competition is nationwide and designed to encourage OxySure sales managers to redouble their March sales efforts and energy through vibrant and friendly competition. Throughout the month of March, sales managers will receive points for booked sales of OxySure, AEDs and QuikClot. Each order will fall into one of four “shot made” categories:

- \$0 - \$2,000 = Free throw (1 point)
- \$2,001 - \$5,000 = Field goal (2 points)
- \$5,001 - \$10,000 = Behind the arc (3 points)
- >\$10,000 = Half court with foul (4 points)
- Each cumulative \$10,000 starting at \$20,000 = Bonus (3 points)

Each point represents one ticket in a drawing that the Company will hold on Monday April 4, 2016 to determine the top three winners. The three winners will win cash prizes, with the First Prize winner receiving the largest amount.

“Our entire sales team is fired up and the race has already begun,” said Julian Ross, CEO of OxySure. “We are looking forward to a bumper month and everyone will have fun in the process.”

*“You miss 100% of the shots you don’t take.” Michael Jordan*

### **About OxySure Therapeutics, Inc.**

OxySure Therapeutics, Inc. (OXYS) is a 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. *In addition to oxygen products for public/lay responder usage, OxySure also markets emergency medical solutions including AEDs (Cardiac Science, Philips, Zoll, Physio Control, Defibtech, and HeartSine), Quickclot Bleeding Control solutions, resuscitation products and pulse oximetry products.* [www.OxySure.com](http://www.OxySure.com)

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**Forward-Looking Statements**

*Statements in this earnings release that are not historical facts are considered to be forward-looking statements. Such statements include, but are not limited to, statements regarding management beliefs and expectations, based upon information available at the time the statements are made, regarding future plans, objectives and performance. All forward-looking statements are subject to risks and uncertainties, many of which are beyond management's control and actual results and performance may differ significantly from those contained in forward-looking statements. OxySure Therapeutics, Inc. intends any forward-looking statement to be covered by the Litigation Reform Act of 1995 and is including this statement for purposes of said safe harbor provisions. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date of this news release. OxySure Therapeutics, Inc. undertakes no obligation to update any forward-looking statements to reflect events or circumstances that occur after the date as of which such statements are made. A discussion of certain risks and uncertainties that could cause actual results to differ materially from those contained in forward-looking statements is included in OxySure Therapeutics, Inc.'s Annual Report on Form 10-K for the year ended December 31, 2014.*