



**For Immediate Release
March 31, 2014**

MANAGEMENT OF SUNSHINE BIOPHARMA ALARMED BY THE RECENT WORLD HEALTH ORGANIZATION REPORT THAT CANCER IS ON THE RISE

Montreal, Quebec, Canada -- (MARKETWIRE) -- Sunshine Biopharma Inc. (OTCQB: SBFM), a pharmaceutical company focused on the research, development and commercialization of drugs for the treatment of various forms of cancer has issued a response to the recently released reports by the World Health Organization and the Pancreatic Cancer Action Network.

According to "World Cancer Report 2014" issued in February by the World Health Organization, cancer is on the rise and has become a leading cause of death worldwide, accounting for 8.2 million deaths in 2012. Lung cancer accounted for 1.59 million deaths and breast cancer represented half a million deaths. The report also says that cancer cases are expected to rise significantly, "It is expected that annual cancer cases will rise from 14 million in 2012 to 22 million within the next two decades."

Additionally the Pancreatic Cancer Action Network released a special report entitled "The Alarming Rise of Pancreatic Cancer Deaths in the United States: Why We Need to Stem the Tide Today". The report noted that "T(t)he alarming findings presented in the report include the fact that by the year 2020, and possibly as early as 2015, pancreatic cancer will move from the fourth leading cause of cancer death to the second leading cause of cancer death in the United States."

"We are alarmed and impassioned by these trends to move vigorously ahead with our clinical development of Adva-27a for aggressive forms of cancer," said Dr. Steve N. Slilaty, Chief Executive Officer of Sunshine Biopharma. "The Company is planning a Phase I clinical trial of Adva-27a for pancreatic cancer in parallel to the Phase I clinical trial of Adva-27a for multidrug resistant breast cancer to be conducted at McGill University's Jewish General Hospital in Montreal (Canada)."

Sunshine Biopharma recently reported that it has initiated the construction of mouse xenograft models for pancreatic cancer as part of the plans of positioning Adva-27a for clinical development for pancreatic cancer in parallel with multidrug resistant breast

cancer. Adva-27a is Sunshine Biopharma's lead anticancer compound, a small molecule that has recently been shown to be effective at killing multidrug resistant breast cancer cells, small-cell lung cancer cells, uterine sarcoma cells and pancreatic cancer cells (Published in ANTICANCER RESEARCH, Volume 32, Pages 4423-4432, October 2012). Adva-27a is currently in the IND-Enabling stage of development. The original U.S. patent covering Adva-27a was issued on August 7, 2012 under U.S. patent number 8,236,935.

Safe Harbor Forward-Looking Statements

To the extent that statements in this press release are not strictly historical, including statements as to revenue projections, business strategy, outlook, objectives, future milestones, plans, intentions, goals, future financial conditions, future collaboration agreements, the success of the Company's development, events conditioned on stockholder or other approval, or otherwise as to future events, such statements are forward-looking, and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this release are subject to certain risks and uncertainties that could cause actual results to differ materially from the statements made.

For Additional Information Contact:

Camille Sebaaly, CFO

Sunshine Biopharma Inc.

Direct Line: 514-814-0464

camille.sebaaly@sunshinebiopharma.com

www.sunshinebiopharma.com