

*March 23, 2016***Aratana Therapeutics, Inc.**
(Nasdaq/PETX/Not Rated/\$5.10)*Sherry Grisewood, CFA*
Managing Partner, Life Science Research
917-331-9963
sgrisewood@dawsonjames.com**Advaxis, Inc. (Nasdaq/ADXS/Not Rated/\$9.05)**

A new era is underway in companion animal therapeutics and more specifically in the blending of companion animal, comparative biology/oncology and human health. This week, news from Aratana, the veterinary biotech company who is developing human-based therapeutics for companion animals, coincided with news from Advaxis, who has partnered with Aratana to bring its novel human immune-oncology products to companion animals. This relationship and the news announced by both companies presents a real world example of the merging of human and animal health. The news from these “sisters” was received positively by investors, with Aratana rising 15% from Friday’s levels, continuing an uptrend that began the second week of February. Advaxis also climbed nearly 15% from Friday’s close to achieve its best close yesterday since January 5, 2016.

1) Aratana (Nasdaq/PETX/Not Rated/\$5.10) –Aratana reported on Monday that the Center for Veterinary Medicine (CVM) division of the FDA approved its first regulated product, **Galliprant®**. Galliprant is a novel non-opioid, non-NSAID, first-in-class, EP4 prostaglandin receptor antagonist that blocks the EP4 pain receptor, thus alleviating pain and inflammation. Importantly, long-term administration canine studies confirmed there were no effects on liver, kidney or signs of GI ulceration which typically occur with NSAIDs. Galliprant is indicated to treat the pain associated with osteoarthritis (OA) in dogs and is being positioned to compete head-to-head with Rimadyl. Rimadyl, a COX-2 selective NSAID (ibuprofen is a non-selective NSAID and very dangerous to dogs and cats) was a breakthrough treatment for canine OA, but tolerability has been a continuing and major concern as Rimadyl has set a record in the number of adverse event reports for a pet drug, according to data from the CVM. Despite its adverse event profile, since 2000, more than 4 million pets have been treated with Rimadyl or other COX2-selective NSAIDs because of the lack of safer alternatives. Aratana estimates the US market for Rimadyl and similar compounds is now approximately \$300 million per year. Galliprant is Aratana’s first product to complete full FDA review and the Company expects to commercially launch the product in the fall of 2016.

Yesterday, Aratana followed up the Galliprant news with the announcement of the submission of the NADA (New Animal Drug Application) for **ENTYCE®**, the Company’s novel ghrelin agonist to stimulate a companion animal’s (dog or cat) appetite. Loss of appetite may be one of the first signs of a disease condition or pain in an animal. Ghrelin is a well-known peptide hormone that is a key factor in the neuroendocrine control of nutrient metabolism. Ghrelin is secreted primarily by the stomach and reaches peak plasma levels in anticipation of a meal. It is a potent stimulant of food intake and nutrient storage. ENTYCE will be a first-in-

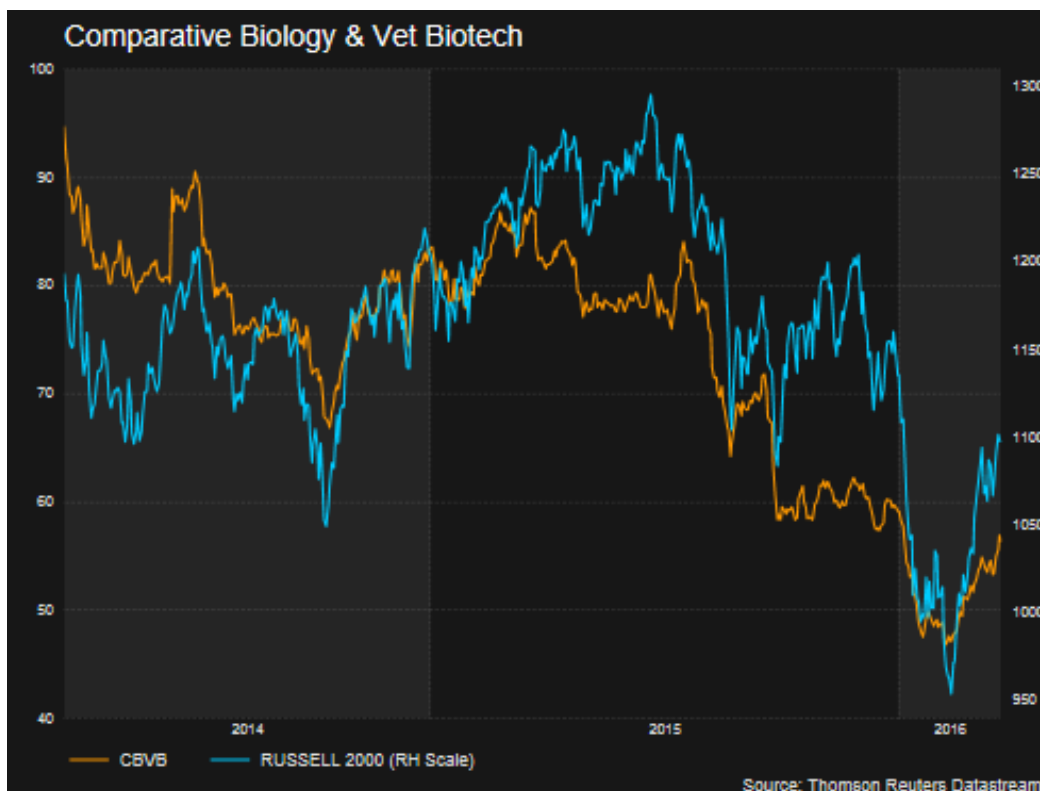
class and only therapeutic for companion animal inappetence. The ADUFA (Animal Drug User Fee Act) date is May 21, 2016, which will allow Aratana to launch the product to the veterinary community near yearend 2016.

In 2014, Aratana exclusively licensed Advaxis's novel HER2/Neu immunotherapy (AT-014, ADXS-cHER2) for canine osteosarcoma as well as three other immunotherapeutic candidates. Approximately 10,000 dogs are diagnosed with osteosarcoma each year. The standard of care is limb amputation and radiation, sometimes followed by chemotherapy. Favorable preliminary results of the Phase I AT-014 canine osteosarcoma trial were reported in June 2015. Following the results reported below by Advaxis, Aratana is anticipating the receipt of a conditional USDA license to market and sell AT-014 by yearend 2016. This would be the 4th product for Aratana to achieve commercial status in 2016. SG

2) Advaxis (Nasdaq/ADXS/Not Rated/\$9.05) –Advaxis announced on Monday the results of the dose escalation study of ADXS-cHER2 (AT-014) and the publication of the data in a peer-reviewed journal article in *Clinical Cancer Research* online on March 18th. ADXS-cHER2 is a fusion protein consisting of an attenuated, recombinant *Listeria monocytogenes* (*Lm*) bacterium transformed with HER2/Neu. HER2/Neu is highly expressed in both canine and pediatric osteosarcomas (OSA), pulmonary metastatic disease and several other solid tumors, including breast cancer. Despite aggressive treatment, 30-40% of pediatric OSA patients develop metastatic disease for which there are no effective treatments and these patients typically die within 5 years of diagnosis. Controlling metastatic disease is essential for the longer term survival of these patients.

The dosing study was conducted at the University of Pennsylvania's School of Veterinary Medicine and evaluated a 4-dose escalation protocol in 18 dogs with surgically treated osteosarcoma. Fifteen of the 18 dogs responded to AT-014 by generating antigen-specific T-cell response to the HER2/Neu within six months of surgery and adjuvant chemotherapy. The median survival time for treated dogs was 956 days vs. the median survival time of the historical control group of 423 days. The reported p value was p=0.014 with a Hazard Ratio of 0.33; 95% CI. The statistically significant median survival time for canines could be a positive harbinger of the immunotherapy treatment's efficacy in pediatric patients. Advaxis is presenting the data at a Company-sponsored Research Reception on April 18, 2016, in conjunction with the American Association for Clinical Research (AACR) annual meeting to be held in New Orleans. SG

Comparative Biology and Vet Biotech Sector Performance



We continue to observe that our Comparative Biology/Vet Biotech sector is the most closely market-matching of our industry sub-segments. We attribute the relatively strong positive performance to a number of factors. There is an increased visibility directed towards investors searching for value as noted by the industry's coverage by Credit Suisse, BAC/Merrill Lynch, Jefferies and others. In addition we believe investors are beginning to understand the transition and evolution of animal health as generic, low value products to veterinary high value, biotech-based products with pricing power and lastly, investors are looking for ways to invest in healthcare while reducing some of the risks associated with the current and upcoming changes in FDA regulations and CMS reimbursement/cost containment. Finally, there is a plethora of newsflow: a number of leaders in the space are slated to have meaningful and commercially-relevant news events and milestones during 2016.

Morning Notes provide current information we believe might be noteworthy to investors regarding the subject companies. Morning Notes are not intended to be complete research reports. More detailed information concerning the rated companies referenced in this Note, including the full reports, basis for price targets and other disclosures, may be found at: http://dawsonjames.com/research_coverage.

Important Disclosures:

Dawson James Securities, Inc. (the "Firm") is a member of the Financial Industry Regulatory Authority ("FINRA") and the Securities Investor Protection Corporation ("SIPC").

The Firm does not make a market in the securities of the profiled company. The Firm has not received investment banking compensation from the company (s) profiled in this report (ADX and PETX) and may seek compensation for investment banking services in the future from the profiled company (s). The Firm has not received other compensation from the profiled company(s) in the last 12 months.

Neither the research analyst(s) whose name appears on this report nor any member of his (their) household is an officer, director or advisory board member of these companies. The Firm and/or its directors and employees may own securities of the company(s) in this report and may increase or decrease holdings in the future. As of February 29, 2016, the Firm as a whole did not beneficially own 1% or more of any class of common equity securities of either of the subject company (s) of this report. The Firm, its officers, directors, analysts or employees may effect transactions in and have long or short positions in the securities (or options or warrants related to those securities) of the companies subject to this report. The Firm may effect transactions as principal or agent in those securities.

Analysts receive no direct compensation in connection with the Firm's investment banking business. All Firm employees, including the analyst(s) responsible for preparing this report, may be eligible to receive non-product or service specific monetary bonus compensation that is based upon various factors, including total revenues of the Firm and its affiliates as well as a portion of the proceeds from a broad pool of investment vehicles consisting of components of the compensation generated by investment banking activities, including but not limited to shares of stock and/or warrants, which may or may not include the securities referenced in this report.

Although the statements in this report have been obtained from and are based upon recognized statistical services, issuer reports or communications, or other sources that the Firm believes to be reliable, we cannot guarantee their accuracy. All opinions and estimates included in this report constitute the analyst's judgment as of the date of this report and are subject to change without notice.

The securities of the company discussed in this report may be unsuitable for investors depending on their specific investment objectives and financial position. This report is offered for informational purposes only, and does not constitute an offer or solicitation to buy or sell any securities discussed herein in any jurisdiction where such would be prohibited. Additional information is available upon request.

Ratings Definitions:

- 1) **Buy:** the analyst believes the price of the stock will appreciate and produce a total return of at least 20% over the next 12-18 months;
- 2) **Neutral:** the analyst believes the price of the stock is fairly valued for the next 12-18 months;
- 3) **Sell:** the analyst believes the price of the stock will decline by at least 20% over the next 12-18 months and should be sold.

The following chart reflects the range of current research report ratings for all companies followed by the analysts of the Firm. The chart also reflects the research report ratings relating to those companies for which the Firm has performed investment banking services.

Ratings Distribution	Company Coverage		Investment Banking	
	# of Companies	% of Total	# of Companies	% of Totals
Market Outperform (Buy)	16	67%	10	63%
Market Perform (Neutral)	8	33%	6	75%
Market Underperform (Sell)	0	0%	0	0%
Total	24	100%	16	67%

Analyst Certification:

The analyst(s) whose name appears on this research report certifies that 1) all of the views expressed in this report accurately reflect his (their) personal views about any and all of the subject securities or issuers discussed; and 2) no part of the research analyst's compensation was, is, or will be directly or indirectly related to the specific recommendations or views expressed by the research analyst in this research report; and 3) all Dawson James employees, including the analyst(s) responsible for preparing this research report, may be eligible to receive non-product or service specific monetary bonus compensation that is based upon various factors, including total revenues of Dawson James and its affiliates as well as a portion of the proceeds from a broad pool of investment vehicles consisting of components of the compensation generated by investment banking activities, including but not limited to shares of stock and/or warrants, which may or may not include the securities referenced in this report.