



BioDelivery Sciences Announces the Hiring of Peter Ginsberg as Vice President of Business Development

December 14, 2016

RALEIGH, N.C., Dec. 14, 2016 /PRNewswire/ -- BioDelivery Sciences International, Inc. (NASDAQ: BDSI) announced that Peter Ginsberg has joined the company as Vice President of Business Development. Mr. Ginsberg joins BDSI with over 25 years of business development and other closely related experience.

Most recently, Mr. Ginsberg headed business development for United Therapeutics, where he led the sale of the company's Priority Review Voucher for \$350 million. Prior to United Therapeutics, Mr. Ginsberg was Vice President of Business and Technology Development for the North Carolina Biotechnology Center, where his group financed and advised emerging biotechnology companies. Previously, Mr. Ginsberg was responsible for acquisitions and licensing transactions as Vice President of Business Development and Strategic Planning for SurModics and he also spent 15 years in the healthcare investment industry, during which time he was named a Wall Street Journal All-Star as Piper Jaffray's lead biotechnology analyst. He earned an A.B. from Princeton University and an M.B.A. from the Tuck School of Business at Dartmouth College.

"We are very pleased to have Peter join BDSI given the depth and level of experience he brings as we look to enhance our focus on business development opportunities, particularly given the recent reacquisition of BELBUCA[®]," said Dr. Mark A. Sirgo, President and Chief Executive Officer. "This hire will allow us to augment our efforts behind business opportunities for BELBUCA and BUNAVAIL[®] both outside as well as inside the U.S."

About BioDelivery Sciences

BioDelivery Sciences International, Inc. (NASDAQ: BDSI) is a specialty pharmaceutical company with a focus in the areas of pain management and addiction medicine. BDSI is utilizing its novel and proprietary BioErodible MucoAdhesive (BEMA[®]) technology and other drug delivery technologies to develop and commercialize, either on its own or in partnership with third parties, new applications of proven therapies aimed at addressing important unmet medical needs.

BDSI's development strategy focuses on the utilization of the FDA's 505(b)(2) approval process. This regulatory pathway creates the potential for more timely and efficient approval of new formulations of previously approved therapeutics.

BDSI's area of focus is the development and commercialization of products in the areas of pain management and addiction. These are areas where BDSI believes its drug delivery technologies and products can best be applied to address critical unmet medical needs. BDSI's marketed products and those in development address serious and debilitating conditions such as breakthrough cancer pain, chronic pain, painful diabetic neuropathy and opioid dependence. BDSI's headquarters is in Raleigh, North Carolina.

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This press release and any statements of employees, representatives and partners of BioDelivery Sciences International, Inc. (the "Company") related thereto contain, or may contain, among other things, certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve significant risks and uncertainties. Such statements may include, without limitation, statements with respect to the Company's plans, objectives, projections, expectations and intentions and other statements identified by words such as "projects," "may," "will," "could," "would," "should," "believes," "expects," "anticipates," "estimates," "intends," "plans," "potential" or similar expressions. These statements are based upon the current beliefs and expectations of the Company's management and are subject to significant risks and uncertainties, including those detailed in the Company's filings with the Securities and Exchange Commission. Actual results (including, without limitation, the results of the new Company employee and related business development projects described herein) may differ significantly from those set forth in the forward-looking statements. These forward-looking statements involve certain risks and uncertainties that are subject to change based on various factors (many of which are beyond the Company's control). The Company undertakes no obligation to publicly update any forward-looking statements, whether as a result of new information, future presentations or otherwise, except as required by applicable law.

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