



BioDelivery Sciences Strengthens Sales Force Leadership with Hiring of Scott Plesha, Former Salix Head of Sales

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Plesha to Lead BUNAVAIL Sales Effort; Joins BDSI Following 13 years in Building and Managing the Salix GI Sales Force

RALEIGH, N.C., Aug. 12, 2015 /PRNewswire/ -- BioDelivery Sciences International, Inc. (NASDAQ: BDSI) appointed Scott M. Plesha as Senior Vice President of Sales. In this role, Scott will be responsible for leading the sales effort for BUNAVAIL[®], BDSI's maintenance treatment for opioid dependence. He will report to Dr. Mark A. Sirgo, President and Chief Executive Officer. At the same time, managed markets will continue to be led by another recent Salix hire, Mike Bullock, further expanding upon both new roles.

Mr. Plesha joins BDSI with more than 25 years of sales experience and over 18 years of sales management experience within the pharmaceutical and medical industries. Most recently, he held the position of Senior Vice President, GI Sales Force and Training, for Salix Pharmaceuticals, where since 2002 he led Salix's top rated gastrointestinal (GI) specialty sales force, the sales training department and many sales operations functions. Mr. Plesha was responsible for launching or growing sales of products as well as optimizing and expanding the pharmaceutical sale force to accommodate the multiple companies and products that Salix acquired. This resulted in the GI sales force increasing in size from 60 to 290 territory managers while growing sales to over \$1.5 billion under his leadership.

"Scott's hands-on managerial style, well-proven leadership and commercial business acumen will greatly facilitate our commercial efforts and further solidify our sales management team," said Dr. Mark A. Sirgo. "Over Scott's 15 year tenure at Salix, he navigated and overcame the many challenges that are customary with product launches and will apply these learnings to BUNAVAIL. In addition, as we look to expand our commercial footprint, it is comforting to know that we have an individual who has done it successfully."

About BioDelivery Sciences International

BioDelivery Sciences International, Inc. 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 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 particular 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 located in Raleigh, North Carolina.

For more information, please visit or follow us:

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This press release and any statements of employees, representatives and partners of BioDelivery Sciences International, Inc. (the "Company") related thereto (including, without limitation, at the presentations described herein) 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 performance of the Company employee described herein and the results of related Company initiatives) 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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