

Cardium Therapeutics (CXM) is an asset-based, health sciences and regenerative medicine company focused on the acquisition and strategic development of innovative products and businesses with the potential to address significant unmet needs and having definable pathways to commercialization, partnering and other economic monetizations. Cardium's current medical opportunities portfolio includes the Tissue Repair Company, Cardium Biologics, and the Company's To Go Brands nutraceutical supplement business.

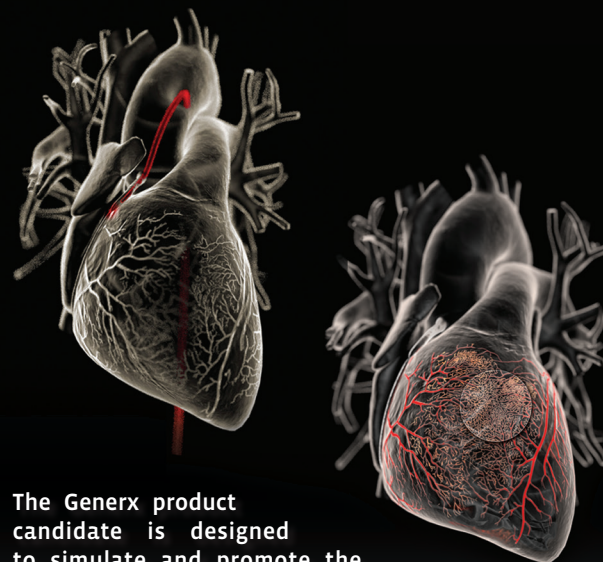


The company's lead commercial product Excellagen® topical gel for wound care management recently received FDA clearance for marketing and sale in the United States. In addition to plans to advance the product's commercialization in the U.S. and internationally via strategic partnerships, the company plans to develop new product extensions for additional wound healing applications and is working towards securing approval for marketing and sale in South Korea and through the CE Mark application process in the European Union.

Generx®, Cardium's lead clinical development product candidate, is a DNA-based angiogenic biologic designed to treat patients with myocardial ischemia due to coronary artery disease. Cardium recently initiated its Generx Phase 3 / registration study in Russia.

Cardium's To Go Brands® healthy nutraceutical supplement business has a portfolio of over 25 products being developed and sold by food, drug and mass channel retailers.

Cardium is focused on building on its core products and product candidates to continually create new opportunities for greater success. Leveraging the advantages of its capital-efficient, asset-based business strategy, the company provides a diversified and more balanced portfolio of risk/return opportunities with the chief objective of providing long-term shareholder value.



The Generx product candidate is designed to simulate and promote the growth of microvascular circulation in the heart following a one-time intracoronary administration from a standard cardiac catheter during an outpatient procedure.

NYSE MKT Ticker Symbol	CXM
Current Stock Price (11/29/2012)	\$0.21/share
Average Daily Trading Volume (3 months)	200,000 Shares/day
Approx Market Capitalization	\$27.0 Million
Management Ownership	9.2%

NYSE MKT : CXM

KEY INVESTMENT HIGHLIGHTS

- Diversified Portfolio of Medical Products with Large Market Potentials
- Ongoing U.S. and International Commercialization of FDA-Cleared Excellagen Wound Care Product
- International Phase 3 Registration Study Underway for DNA-based Generx Cardiovascular Product Candidate
- Recently Acquired To Go Brands Nutraceutical Supplement Business
- Company Continues to Evaluate New Products and Technologies to Expand Portfolio

Excellagen®

Excellagen is a syringe-based, professional-use, pharmaceutically-formulated 2.6% fibrillar Type I bovine collagen gel that functions as an acellular biological modulator designed to accelerate the growth of granulation tissue and to activate the wound healing process. Excellagen is FDA-cleared for the treatment of neuropathic and diabetic foot ulcers, pressure ulcers, venous ulcers, surgical wounds, and other dermal wounds, and is intended for professional use following standard debridement procedures in the presence of blood cells and platelets, which are involved with the release of endogenous growth factors.

Generx®

Cardium Therapeutics' Generx product candidate (alferminogene tadenovec, Ad5FGF-4) is a DNA-based angiogenic growth factor therapeutic being developed for the potential treatment of patients with advanced coronary artery disease. Generx is designed to stimulate the growth of supplemental collateral blood vessels in the heart in order to enhance myocardial blood flow in patients who have insufficient blood flow due to atherosclerotic plaque restricting flow in the coronary arteries that supply the heart. Generx is currently being developed for international markets outside as a treatment alternative for patients who may not have access to or may not be candidates for costly and invasive surgical revascularization procedures, such as coronary artery bypass surgery and angioplasty/stents. The ASPIRE clinical study is a randomized, controlled, parallel group, multi-center, 100-patient study designed to evaluate the safety and efficacy of Cardium's Generx product candidate using SPECT imaging to measure improvements in microvascular cardiac perfusion following a one-time, non-surgical administration of Generx through a standard cardiac infusion catheter.

To Go Brands®

To Go Brands develops, markets and sells a portfolio of over 25 products including, nutraceutical powder mixes, supplements and chews to support healthy lifestyles. To Go Brand products are sold through mass, food and drug retailers including Whole Foods®, CVS®, Kroger®, GNC®, Jewel-Osco®, Ralph's Supermarkets®, Meijr®, and the Vitamin Shoppe®, and from the company's web-based store.

CARDIUM

MEDICAL OPPORTUNITIES PORTFOLIO



EXCELLAGEN®

Formulated Bovine Collagen Topical Gel (2.6%)
for Wound Care Management



BUSINESS STRATEGY

- Advance forward our ASPIRE Generx® Clinical Study for patients with advanced coronary artery disease at major medical centers in Russia
- Seek clinical development and commercialization partners for our Generx® product candidate in other newly-industrializing countries, such as India, China and Brazil, as a cost-effective front-line therapy for patients who may not have access to advanced surgical therapies, such as angioplasty/stents and coronary artery by-pass surgery;
- Secure commercialization partners for marketing and sales of our FDA-cleared Excellagen® advanced wound care product in the U.S., as well as internationally, and develop additional tissue regeneration product extensions
- Broaden and grow our To Go Brands® healthy nutraceutical supplement brand platform;
- Continue to review acquisitions of other companies and businesses, as well as licenses covering product opportunities and technologies on favorable economic terms consistent with Cardium's long-term business strategy.



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Except for statements of historical fact, the matters discussed in this fact sheet are forward looking and reflect numerous assumptions and involve a variety of risks and uncertainties, many of which are beyond our control and may cause actual results to differ materially from expectations. For example, there can be no assurance that results or trends observed in one clinical study or procedure will be reproduced in subsequent studies or in actual use, that new clinical studies will be successful or will lead to approvals or clearances from health regulatory authorities, or that approvals in one jurisdiction will help to support studies or approvals elsewhere, that the company can attract suitable commercialization partners for our products or that we or partners can successfully commercialize them; that our product or product candidates will not be unfavorably compared to competitive products that may be regarded as safer, more effective, easier to use or less expensive or blocked by third party proprietary rights or other means, that new product opportunities or commercialization efforts will be successfully established, that third parties on whom we depend will perform as anticipated, that we can raise sufficient capital from partnering, monetization or other fundraising transactions to maintain our stock exchange listing or adequately fund ongoing operations; or that we will not be adversely affected by these or other risks and uncertainties that could impact our operations, business or other matters, as described in more detail in our filings with the Securities and Exchange Commission.