



REATA PHARMACEUTICALS, INC. APPOINTS DAWN CARTER BIR AS VICE PRESIDENT AND CHIEF COMMERCIAL OFFICER

IRVING, Texas, October 11, 2016— Reata Pharmaceuticals, Inc. (Nasdaq:RETA) (“Reata” or “the Company”), a clinical-stage biopharmaceutical company, today announced the appointment of Dawn Carter Bir as Vice President and Chief Commercial Officer.

Ms. Bir joins the company with over 20 years of biopharmaceutical sales and marketing experience. Over the past decade she served in senior leadership roles at Pharmacyclics, LLC, McKesson Corporation, and Genentech, Inc. Most recently, Ms. Bir served as Vice President of US Sales at Pharmacyclics, LLC where she built and led their first hematology national sales organization of sales representatives, division managers, and regional sales directors, responsible for the launch of IMBRUVICA in the US and Puerto Rico. In only 18 months, her team became an industry-recognized commercial sales presence and executed a history-making oncology launch. Prior to joining Pharmacyclics, LLC, Dawn served as Vice President Sales & Marketing with McKesson US Pharmaceutical, SKY Pharmaceuticals, and RxPak.

“We are pleased to welcome Dawn to the role of Chief Commercial Officer,” said Warren Huff, Reata’s Chief Executive Officer and President. “Dawn is an experienced executive with a proven ability to build and lead sales and marketing organizations. She is also ideally suited to orchestrate our anticipated product launches and collaborate effectively with our global commercial partners.”

Ms. Bir received a B.S. in Biology from Binghamton University, Binghamton, NY.

About Reata Pharmaceuticals, Inc.

Reata Pharmaceuticals, Inc., is a clinical-stage biopharmaceutical company that develops novel therapeutics for patients with serious or life-threatening diseases by targeting molecular pathways involved in the regulation of cellular energy production and inflammation. Our two most advanced clinical candidates (bardoxolone methyl and omaxeloxolone) target important transcription factors, called Nrf2 and NF-κB, to restore mitochondrial function, reduce oxidative stress, and resolve inflammation.

Forward-Looking Statements

This press release includes certain disclosures which contain “forward-looking statements,” including, without limitation, statements regarding the success, cost and timing of our product development activities and clinical trials, our plans to research, develop and commercialize our product candidates, and our ability to obtain and retain regulatory approval of our product candidates. You can identify forward-looking statements because they contain words such as “believes,” “will,” “may,” “aims,” “plans” and “expects.” Forward-looking statements are based on



Reata's current expectations and assumptions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that may differ materially from those contemplated by the forward-looking statements, which are neither statements of historical fact nor guarantees or assurances of future performance. Important factors that could cause actual results to differ materially from those in the forward-looking statements are set forth in Reata's filings with the U.S. Securities and Exchange Commission, including its Registration Statement on Form S-1, as amended from time to time, under the caption "Risk Factors." The forward-looking statements speak only as of the date made and, other than as required by law, we undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

Contact:

Reata Pharmaceuticals, Inc.
(972) 865-2219
info@reatapharma.com
<http://reatapharma.com>

Investor Relations:

The Trout Group
Lee M. Stern, CFA
(646) 378-2922
IR@reatapharma.com