

News Release

FOR IMMEDIATE RELEASE:

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Fytokem Products Inc.

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ASE Symbol: FYT

The Alberta Stock Exchange has neither approved nor disapproved the information contained herein.

Fytokem Engages Investor Relations Advisors

Fleishman-Hillard Canada, Blunn & Company to support expanded program

SASKATOON, Saskatchewan (October 13, 1999) – Fytokem Products Inc. has engaged the services of Fleishman-Hillard Canada and Blunn & Company Inc. to assist it in creating and implementing an expanded investor relations program.

“After five years of research and development, and maintaining a fairly low profile, Fytokem is launching new products at a rate of more than one per quarter, expanding its sales efforts and raising its market profile,” said John Schaw, President and Chief Executive Officer. “We expect significant sales increases over the next few years and believe now is the time for more people to be aware of Fytokem’s potential.”

With offices in Toronto and Montreal, Fleishman-Hillard Canada is the country’s fastest-growing full-service communications agency with expertise in financial and investor communications, public and media relations, and marketing communications.

Blunn & Company, based in Toronto, specializes in investor communications. It has one of the strongest client lists of any investor relations firm in Canada.

“We have built an unparalleled understanding of the biochemical properties of hundreds of Canadian northern prairie plants,” said Mr. Schaw. “We are now leveraging this unique knowledge base to become an important supplier of ingredients to the personal care, nutraceutical and pharmaceutical industries.”

“We now have the resources and experience to help us get the message out,” added Mr. Schaw.

Fytokem Products Inc. develops, produces and markets high-value extracts and refined natural chemicals from plants found in northern Canada for use as ingredients in personal care, nutraceutical/therapeutic, and bio-industrial products. The Company’s shares are listed on the Alberta Stock Exchange under the symbol FYT.

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