



FOR IMMEDIATE RELEASE

Canadian Venture Exchange: FYT

**FYTOKEM PRODUCTS INC. ANNOUNCES APPOINTMENT OF NEW
PRESIDENT AND CEO**

Saskatoon, Saskatchewan, October 25, 2000 – Fytokem Products Inc. (Fytokem), a leading discoverer, developer and patentor of therapeutic plant extracts and bioactive molecules, today announced the appointment of Mr. Art Hesje as the Company's new President and CEO. Mr. Hesje will assume his new responsibilities effective November 1, 2000.

“After an extensive search, we are pleased to announce the appointment of Mr. Hesje as the new President and CEO of Fytokem Products Inc.,” said Fytokem Chairman Paul Marciniak. “Mr. Hesje clearly presented himself as one who will provide the leadership and vision Fytokem needs to grow and succeed. I'd also like to thank Mr. Greg Dutka for his valued influence and contributions while serving as the Company's Interim President.”

A native of Saskatchewan, Mr. Hesje is a seasoned business executive with a solid background in research, business management, and both domestic and international marketing. He holds a Bachelor of Science degree in Chemistry from the University of Saskatchewan.

Previously, Mr. Hesje held the position of General Manager at one of Canada's largest and most successful alfalfa processing companies before becoming a developer of new business ventures, new products and new product markets. His most recent assignment provided him the opportunity to live and work in Minnesota, where he has spent just over four years with a major biomass energy project.

“I am pleased to be back in Saskatchewan and look forward to building upon the business foundation that Fytokem has already established. Fytokem has created an emerging and innovative scientific platform which I am confident will support the Company's continued development,” concluded Mr Hesje.

Interim President Greg Dutka will remain with Fytokem as Vice President, Marketing & Corporate Development. No other personnel changes are anticipated at this time.

About Fytokem Products Inc.

Fytokem is a Saskatoon-based life sciences company engaged in the discovery of naturally occurring bioactive molecules for therapeutic use in both the and their applications for the nutraceutical and pharmaceutical markets. The Company recently filed for patent protection for Oenothien-B, a naturally occurring and complex molecule with remarkable anti-irritant, anti-inflammatory and free radical scavenging properties.

Through a strategic licensing agreement with Dragoco, Gerberding & Co. AG of Germany, Fytokem markets and sells high-value active ingredients such as Canadian Willowherb™, Tyrostat™, and Fytosorb™ to the Personal Care Industry.

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Fytokem's common shares trade on the Canadian Venture Exchange under the symbol FYT; the Company has 12,451,957 shares outstanding.

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The Canadian Venture Exchange has neither approved nor disapproved the information herein contained.

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