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Canadian Venture Exchange: FYT

## **FYTOKEM PRODUCTS INC. APPOINTS LEADING EXPERTS TO ITS SCIENTIFIC AND PRODUCT ADVISORY COMMITTEES**

**Saskatoon, Saskatchewan, December 14, 2000** – Fytokem Products Inc. (Fytokem) today announced the appointment of five industry-related experts to its Scientific and Product Advisory Committees, both of which will provide valuable insight and guidance to Fytokem’s research, product development and marketing efforts.

“We are pleased that these respected individuals, who represent some of the best minds in their respective fields, have agreed to assist and advise the Fytokem team,” said Fytokem CEO and President, Art Hesje. “Access to expertise in the areas of pharmacology and regulatory affairs is key to our ability to successfully introduce new products to the nutraceutical and pharmaceutical industries; we are confident that, with the assistance provided by these committees, our collective goals will be reached.”

The committees will be comprised as follows:

**Scientific Advisory Committee:** Dr. Jim Blackburn, Pharm D. and Dr. Gordon Johnson, PhD.

**Product Advisory Committee:** Ms. Kelley Fitzpatrick, Dr. Ewen Coxworth, PhD. and  
Mr. Mark Palumbo

Dr. Blackburn currently chairs the Advisory Committee on Management for the Therapeutic Products Programme in Health Canada and has served as Chair of the Expert Advisory Committee on Herbs and Botanical Preparations with Health and Welfare Canada. Dr. Johnson is President of Pivotal Drug Consultants Inc. and has authored several books on pharmacology. He previously held senior positions with Health and Welfare Canada, Health Protection Branch including Director, Bureau of Human Prescription Drugs, and Chairman, Expert Advisory Committee on Dermatology.

Ms. Fitzpatrick has extensive experience in the area of nutritional sciences and is the President of the Saskatchewan Nutraceutical Network, which is responsible for supporting the growth and development of economically viable nutraceutical and functional foods in the province. Dr. Coxworth is a leading expert on the production of innovative industrial products from crop materials and bio-energy from biomass. Mr. Palumbo is a recognized figure within the cosmetic and personal care industry, where he has long-term sales and marketing experience. He also has significant experience in the pharmaceutical market.

The Scientific Advisory Committee will review technical data and provide input to future research efforts on each new product at critical points in its development cycle. These reviews will focus on the scientific value of the proposed new product and provide direction to the research efforts as new products move from conception to commercialization.

The Product Advisory Committee will review new products and provide input to the commercial efforts to position new products for market acceptance. These reviews will focus on the commercial potential of new products and provide direction to commercialization, marketing and sales strategies.

“In a recent message, I remarked that one of our priorities was the appointment of these committees. I am therefore very pleased to announce that these committees are now a reality and will become a very integral part of our new product development at Fytokem. We look forward to the guidance these individuals will provide,” added Mr. Hesje.

**About Fytokem Products Inc.**

Fytokem is a Saskatoon-based life sciences Corporation engaged in the discovery and commercialization of naturally occurring bioactive molecules for therapeutic use in the personal care, nutraceutical and pharmaceutical industries.

The Corporation's therapeutic products research and product development program targets the treatment or inhibition of several of the biochemical functions that are associated with effects of aging including inflammation, free radical damage (biological oxidation), and degradative enzyme activity (e.g. tyrosinase and elastase), using natural products extracted from a variety of plants mainly native to the Northern Canadian Prairies. To date, the Corporation has realized initial commercial sales from product offerings in each of these functional lines. In addition to therapeutic products, Fytokem is also involved in the development and commercialization of phytochemical antimicrobials and other plant-based industrial products. The marketing and sales efforts are focused on moving these products into appropriate markets largely through strategic alliances with established companies already involved in these markets.

Fytokem's common shares trade on the Canadian Venture Exchange under the symbol FYT; the Company has 14,462,121 shares outstanding.

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

**For more information, please contact:**

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