



NEWS RELEASE

**Fytokem Products Inc. Boosts Phytochemical Isolation Program
With New Scientific Appointment**

SASKATOON, February 13 --- Fytokem Products Inc. (CDNX: FYT), a leading producer of Function Certified™ plant based ingredients, is pleased to announce the appointment of Wei guang (Victor) Ma, Ph.D. to the newly created position of Phytochemical Isolation Specialist.

“We are delighted to welcome Dr. Ma to the Fytokem team,” said Art Hesje, President and CEO. “His vast experience in bioactive isolation will help us unlock the active molecules that make our products so potent and effective, a key in certifying their purity and potency.”

“I have watched the development of Fytokem for several years, beginning when I was working at Nagoya University and am very excited to become a part of this research team and apply my experience and knowledge to its future,” said Dr. Ma.

In his new position with Fytokem, Dr. Ma will lead the Company’s bioactive isolation program with direct responsibility for the isolation, purification and identification of phytochemicals from natural plant extracts. This work is the basis for the Company’s ability to ensure the quality, purity, and potency of the active components in new and existing products. Discovering the active molecules, and how they work, is essential for patent purposes and to market products with exact specifications to industry.

Dr. Ma received his Bachelor and Masters of Science degrees from Yunnan College of Traditional Chinese Medicine. He received his Ph.D. in 1996 for work carried out in the laboratory of Prof Kurt Hostettmann, University of Lausanne, Switzerland, one of the leading pharmacognosy research groups in the world. Before immigrating to Canada in 2000, Dr. Ma held various positions focused on natural product research in China, Japan, and Switzerland and has been widely published in leading scientific journals, including the journal, *Phytochemistry*.

Dr. Ma has a proven track record in natural product chemistry and employs state of the art analytical techniques in the purification and identification of bioactive natural compounds isolated from medicinal plants. In addition, he has broad experience in the screening and evaluation of natural products, particularly in the area of antioxidant and free radical scavenging activity of plants.

Fytokem's first objective for Dr. Ma is to complete the work on the isolation of the functional components, or bioactive molecules, in Tyrostat™ responsible for the potent tyrosinase inhibition, which causes its recognized skin lightening effects. This discovery will allow Fytokem to further penetrate the large and lucrative market for this product. Skin lightening products are a major focus of the personal care industry, particularly in Asia.

Fytokem has already isolated a bioactive molecule, Oenothien-B, in its anti-irritant, anti-inflammatory product line. This has allowed more consistent product efficacy and as a result increased use by several cosmetic giants in an ever-growing variety of cosmetic products.

About Fytokem Products Inc.

Fytokem Products Inc. is a Saskatchewan-based plant sciences company engaged in the discovery, manufacture and marketing of Function-Certified™ plant-based extracts, phytochemicals and bioactive molecules for use in personal care, nutraceutical, pharmaceutical and bio-industrial products. Fytokem's products are sourced from plants native to the Canadian prairies, where they have developed strong phytochemical properties to survive the harsh climate. These all-natural products are highly potent and are gaining popularity as the market demands more natural products.

Over the past 18 months, the Company secured several international sales and distribution partners and has begun to realize commercial sales of its products. Companies worldwide are beginning to use Fytokem's products in a variety of personal care and pharmaceutical products. The focus of the Company's research is on the development of plant extracts that can be sold as bioactive ingredients into major markets and further developed as drug candidates.

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

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