



**FOR IMMEDIATE RELEASE**

**TSX Venture Exchange: FYT**

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**FYTOKEM ANNOUNCES SALES SHORTFALL**

**Saskatoon, Saskatchewan, March 1, 2004** - Fytokem Products Inc. (Fytokem), a leading producer of *Function-Certified™* plant-based ingredients, today announced that sales for the fourth quarter of 2003 fell short of expectations and it now appears this shortfall will not be made-up during the first quarter of 2004.

“We continue to work with Atrium Biotechnologies Inc. of Quebec, our major marketing partner and look forward to strong sales in the future” said Art Hesje, President and CEO of Fytokem.

**About Fytokem Products Inc.**

Fytokem Products Inc. is engaged in the discovery and commercialization of novel *Function-Certified™* plant-based substances – extracts, phytochemicals and bioactive molecules – for use as ingredients in personal care, nutraceutical, pharmaceutical and bio-industrial products. The Company has been issued patents for technology related to two of its products and has other patent applications pending.

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

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