



FOR IMMEDIATE RELEASE

TSX Venture Exchange: FYT

FYTOKEM ANNOUNCES PRESERVATIVE FREE PRODUCT

Saskatoon, Saskatchewan, October 3, 2007 - Fytokem Products Inc. (the Company) today announced a substantial step forward in its efforts to provide a preservative-free format of its flagship product line, Canadian Willowherb™.

The Company developed a preservative-free format of its lead product line in response to industry trends and customer feedback seeking more “natural” products, which use less preservatives. The first samples of this new product, CW-PF, were produced in early 2005 and have been subjected to a series of tests confirming the shelf-life, safety and efficacy of this new product format. The most recent independent test results conducted by ATS Labs, indicate that one year old samples of CW-PF are still effectively preserved according to industry accepted criteria. Initial testing done earlier on 3 month old samples provided the same positive results. Sales of this new product format are expected to develop in the near future.

“We’re excited about this new product format and are pleased that we have been able to develop such a product in direct response to customer feedback,” said Art Hesje, President and CEO of Fytokem. “We are working on developing other preservative-free products to meet our customers’ needs”, he added.

Consumers have become concerned about the wide use of preservatives in personal care products. To meet this trend many formulators are developing preservative-free finished products while others are developing their own safer preservative systems. Both of these trends require a preservative-free format for active ingredients such as Canadian Willowherb™. Preservative-free product formats provide the same competitive efficacies while appealing to a wider range of consumers.

About Fytokem Products Inc.

Fytokem Products Inc. develops and delivers proven natural ingredients to leading formulators in the personal care, nutraceutical and pharmaceutical industries. The Company has been issued patents for technology related to two of its products and has other patent applications pending.

Fytokem has two product lines currently offered in the market. Canadian Willowherb™ is a multi-function plant extract with strong efficacies as an anti-irritant, and anti-oxidant that also has application as an acne treatment. Tyrostat™ is a multi-efficacy plant extract sold primarily for its use as a tyrosinase inhibitor which provides skin-lightening efficacy.

About ATS Labs

ATS Labs, located in Eagan, MN is the leader in providing the highest quality microbiology and virology testing services to the manufacturers and users of antimicrobial products. ATS provides product development support, GLP (Good Laboratory Practices) efficacy testing services and antimicrobial process validations to clients who develop products regulated by the US Environmental Protection Agency (USEPA) and the US Food and Drug Administration (USFDA).

The tests reported here for Fytokem are based on USP (United States Pharmacopea) standards for microbial testing.

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forward-looking statements. Fytokem disclaims any intention or obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.

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