

iNsu INNOVATIONS GROUP INC.  
(the “Company”)

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**NEWS RELEASE**

**CLOSED ACQUISITION OF LA CREMIERE**

The Company’s wholly owned subsidiary, Fontaine Sante Canada Inc., has closed the acquisition of all of the issued shares of Ultra’Lait Quebec Inc. (the “ULQ”), carrying on business in Quebec under the tradename “La Cremiere”, as previously announced on November 5, 2001. Immediately following the closing, the name of ULQ will be changed to “M.T.Y. Dairy Bars Inc. / Les bars Laitiers M.T.Y. Inc.”. The acquisition will bring the Company’s restaurant division’s system-wide sales revenue to over \$50-million, with over 225 outlets across the country.

La Cremiere operates a network of 71 franchises and 3 corporate outlets in Quebec for the sale of ice cream and other related products.

Prior to acquisition of La Cremiere, the Company’s restaurant division operated 7 corporate and 147 franchise restaurants in Canada under banner names as CafeRama, Panini Pizza-Pasta, Sukiyaki-a Japanese delights, Tiki Ming-Chinese cuisine, Veggirama-healthy delights, Chick n Chick, Franx Supreme, all quick service restaurants that tend to fare well during economic slumps. The Company’s restaurant division’s size and leadership in its markets is a well-kept secret, because the Company has expanded through acquisitions. The Company seeks to leverage its expertise and distribution channels nationwide, especially in Quebec, where it enjoys a high level of recognition. “We are very excited about La Cremiere as it’s an important step in our growth strategy” commented Stanley Ma, Chairman of the Board.

The Company with over \$2.5 million dollars cash on hand with minimal debt after its most recent acquisitions is continuously exploring all opportunities for strategic growth by acquisition or strategic alliances and joint ventures.

**iNsu INNOVATIONS GROUP INC.**

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Winston Yau, President/Director

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