

iNsu INNOVATIONS GROUP INC.
3465 Thimens Blvd., Ville St. Laurent, Quebec, H4R 1V5
(the "Company")

May 2, 2002

CDNX Trading Symbol: "INU"

NEWS RELEASE

AGREEMENT WITH AU VIEUX DULUTH SIGNED

Through the Company's wholly owned subsidiary, Matoyee Enterprises Inc. ("MTY") has entered into an exclusive area development agreement ("Agreement") with Restaurant Au Vieux Duluth Inc. for the rights to develop and sub-franchise AU VIEUX DULUTH EXPRESS restaurants in the Provinces of Ontario and Quebec, for a term of ten (10) years plus an option to renew for a further term of ten (10) years.

Founded in 1982, Restaurants Au Vieux Duluth Inc. has grown into one of the best known full service restaurant chains based in Quebec, operated and franchised of more than thirty full service restaurants.

"The Agreement with an established and successful quick service restaurant chain represents an important step in the further development of our brand. The menu of Au Vieux Duluth Express contains some of our most popular items, and we believe that the strategic partnership with MTY should be very successful", says Andreas Kragaris, President and CEO of Restaurants Au Vieux Duluth Inc.

"We are very excited to have the opportunity to work with an outstanding partner, to develop the Au Vieux Duluth Express quick service restaurants, targeted to open minimum 25 units for the first five years of operation and are very confident that the results will be very encouraging for all parties involved." say Stanley Ma, President and CEO of MTY.

MTY, operating and franchising over 225 "quick service" restaurants throughout Canada under the following concepts: Tiki Ming, La Cremiere, Sukiyaki, Fontaine Sante / Veggirama, Caferama, Carrefour Oriental, Panini pizza-pasta, Chick 'N' Chick and Franx Supreme.

iNsu Innovations Group Inc.

Stanley Ma, Chairman of the Board

FOR MORE INFORMATION CONTACT MURAT ARMUTLU AT 514 339 9900 EXTENSION 234 OR VISIT OUR WEBSITE: WWW.INSUGROUP.COM OR E-MAIL US AT murat@insugroup.com

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