

**iNsu INNOVATIONS GROUP INC.
(The “Company”)**

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NEWS RELEASE

FIRST NORTH AMERICAN DEAL WITH DS DATA SYSTEMS

The Company is proud to announce that two of its subsidiaries, Gold-tech Computer Systems Ltd. (“Gold-tech”), and Gold-Tech Consulting Inc. (“GTC”) has been selected in collaboration with DS Data Systems USA (“DS Data”) to provide the implementation of dsTAXIfashion (Retail Management Information system) for Eviva, a major North American retailer.

Goldtech and GTC, in partnership with DS Data, will supply and implement dsTAXIfashion solution. This is an integrated solution created to manage the whole life cycle of a product: from product master data to electronic commerce. The system answers the needs of the fashion companies, whatever the product (tailoring, made to measure, sportswear, knitwear, footwear, leatherwear, lingerie, etc and type of activity (production, marketing or distribution and retail).

Eviva was founded in 1980 and has a long tradition of distributing a wide range of clothing that offers sportswear, lingerie and accessories (ladies and mens), sold under well known brands like “Eviva”, “Calecons Vos Gouts” and “Toolips”. The technological innovation allows dsTAXIfashion to cancel geographical distances, optimising resources and productive investments and favouring entry in new markets. “Intelligent” management of information speeds up and simplifies choices and decisions offering new forms of electronic commerce (B2C and B2B). Richard Papazian, President of Eviva, commented on the new project as follows: “The strong evolution of our business urges us to select only very qualified partners able to give innovative answers and aimed at the numerous needs of the sector: first above all flexibility” Andre Feole, President of DS Data, commented on this first North American agreement as follows: “This is the first agreement of many that is planned for the implementation in the North American market. We look forward to the alliance with Gold-Tech and GTC to implement and support our products.”

DS Data, a division of DS Data Systems SpA, Italy, is committed to the business development of the Italian software house on the North American market and the implementation of projects with a high technological content. For over twenty years DS Data, Italy is specialised in developing information systems. It is amongst the European companies with the highest growth rate and today represents a group with more than 1000 people distributed between Italy, United States, England, France, Spain and Germany.

iNsu Innovations Group Inc. operates within two strong and steadily growing industries, Information Technology and Franchise Restaurants. The Company is set on a steady course of expansion within both divisions, through both strategic acquisitions and alliances.

iNsu INNOVATIONS GROUP INC.

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