

INSU INNOVATIONS GROUP INC.  
(The “Company”)

November 14, 2001

CDNX TRADING SYMBOL: INU

**NEWS RELEASE**

**UPDATE TO SIGNING OF MASTER FRANCHISE AGREEMENT**

Montreal, Quebec, November 14, 2001-The following is a clarification of the Company’s press release of November 9<sup>th</sup>, 2001 in reference to our entering into a Master Franchise Agreement for the Shanghai region of China with Brightime Investment Limited (“Brightime”).

The Company’s wholly owned subsidiary, Fontaine Sante Canada Inc. (“Fontaine”), has entered into a ten year master franchise agreement with Brightime. This agreement grants a license to Brightime to operate retail store outlets under the “CAFERAMA” banner.

The franchise agreement calls for the opening of a minimum 8 “CAFERAMA” outlets over a 2 year period. Chinese consumers in Shanghai will receive the best premium-quality coffee within the next 4 months.

The agreement calls for the payment to Fontaine of royalties, franchise and other fees, rebates and reimbursements of all costs to train Brightime’s staff.

Mr. Peter Leung and Mr. Benny Ng are both successful and respected businessmen in China and are seasoned franchise restaurant operators with over 10 years of experience in the hospitality industry. These gentlemen together represent a perfect opportunity for Fontaine to establish a presence and accelerate growth of “CAFERAMA” abroad.

“We are very excited about introducing “CAFERAMA” into the Chinese market and expect Shanghai to be an excellent market, with great growth opportunities following the opening of “CAFERAMA” stores early next year.” says Benny Ng.

“Fontaine is excited about entering into this market; we have a great partner, who shares our commitment in bringing “CAFERAMA” to Shanghai. I would like to reassure our shareholders and the investment community that the Company will not be placing any cash infusion into this project. We are franchisors and offering our expertise in this exciting field and we will not become operators in China” Stanley Ma, Chairman of the board.

**ON BEHALF OF THE BOARD OF DIRECTORS**

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Stanley Ma, Chairman of the Board

For more information contact Murat Armutlu CFO @ 514 339 9900 ext. 234 or visit our website: [www.insugroup.com](http://www.insugroup.com) or email [murat@insugroup.com](mailto:murat@insugroup.com)

This news release was prepared by management who takes full responsibility for its contents. The Canadian Ventures Exchange neither approves nor disapproves the contents of this news release