

iNsu INNOVATIONS GROUP INC.

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

November 5, 2001

CDNX Trading Symbol: "INU"

NEWS RELEASE

The Company's wholly-owned subsidiary, Fontaine Santé Canada Inc., has entered into an agreement to purchase from Agropur Coopérative, all of the issued shares of Ultra'Lait Québec Inc. ("Ultra'Lait"), presently carrying on business in Québec under the tradename "La Crémère". Ultra'Lait operates a network of 74 franchises and corporate outlets in Quebec for the retail sale of ice cream products, and is also licensed for the use of the tradenames or trademarks of "La Moozoo" and "Queues de Castor (Beaver Tails)". As part of the agreement with Agropur, Ultra'Lait Québec Inc. will change its name.

The Company will acquire Ultra'Lait in consideration of the payment of \$750,000. The closing of the acquisition is subject to the completion of certain conditions precedent.

The proposed acquisition does not represent a reverse take-over or change in business of the Company. The acquisition of Ultra'Lait will complement and expand the Company's existing fast food franchise chain operations, and bring the Company's restaurant division's system-wide annual sales to over \$50 million, with over 225 outlets across the country.

**On Behalf of the Board of Directors of
iNsu Innovations Group Inc.**

Stanley Ma, Chairman of the Board

THE CANADIAN VENTURE EXCHANGE HAS NOT REVIEWED AND DOES NOT ACCEPT
RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.