

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

October 15, 2001

CDNX Trading Symbol: "INU"

NEWS RELEASE

THIRD QUARTER RESULTS

INCREASE IN THIRD QUARTER PROFITS

iNsu Innovations Group Inc. (the "Company"), a one-stop Information Technology solution and hardware provider, and a quick-service restaurant chain franchisor and operator, today reported its financial results for the nine month period ended August 31, 2001.

The Company is pleased to announce that it has earned a net profit of \$ 188,863 for the last three months of operations (third quarter), bringing the accumulated net profit to \$ 76,679 for the nine month period ending August 31, 2001. The Company also recorded consolidated revenues of \$ 11.7 million, compared to \$ 12.4 million for the three quarters of last year. Included in prior year's figures are revenues of \$471,000 from its foreign division, which discontinued operations during the fiscal year ending November 30, 2000. Therefore, excluding sales from the foreign division, consolidated revenues of \$ 11.7 million for this year to date have remained relatively stable with consolidated revenues of \$ 11.9 million for the same period last year.

The Company's information technology division had a slight decrease of its revenues by 2% to \$ 7.0 million from \$ 7.2 million for the same period last year. Restaurant and franchise operations revenues remained stable at \$ 4.6 million during this period as well for the same period last year.

The Company reported net income for the nine months of \$ 76,679 or \$ 0.00 per share as compared to a net income of \$ 168,480, or \$ 0.01 per share for the same period of last year. The reduction is due to the Company's research and development expenditures incurred in the security / e-commerce division during the first quarter. These expenditures were halted during the first quarter.

The Company is pleased to announce that it has turned around its losses and is now on its way to have many more profitable quarters.

ON BEHALF OF THE BOARD OF DIRECTORS

Winston Yau, Director / President

For more information contact Winston Yau at 514-339-9900 extension 286 or visit our website: www.insugroup.com or e-mail us at info@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.