

iNsu INNOVATIONS GROUP INC.

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

October 7, 2002

TSX-V Trading Symbol: "INU"

NEWS RELEASE

**PROPOSED SHARE ACQUISITION OF 100% OF
CULTURES INTERNATIONAL FOOD INC.**

The Company is pleased to announce that its wholly-owned subsidiary Fontaine Santé Canada Inc. ("FS") after its most recent acquisition of "La Cremiere" on December 10, 2001 and "Croissant + Plus" on September 1, 2002, has entered into a binding agreement to purchase all of the issued and outstanding shares of Cultures International Food Inc. ("Parent Vendor") and the tradenames or trademarks "Cultures" from 1378806 Ontario Inc. ("Vendor") of Markham, Ontario, for an all cash undisclosed amount. There are presently 26 existing Cultures' franchises outlets in Ontario, for the retail sale of gourmet coffees, soups, sandwiches, salads, baked goods, fresh healthy food and juices, etc. Cultures' system-wide sales for the last fiscal year were app. \$10 million with strong future growth potential, which will enhance the Company's existing "Veggirama", "Caferama" and "Croissant + Plus" quick service restaurant business.

Following the acquisition, FS will set up an operational office at Markham, Ontario, responsible for all of the Company's franchises in the Province of Ontario.

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 Cultures 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 \$65 million, with over 275 outlets across the country.

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

Stanley Ma, Chairman of the Board

For more information contact Murat Armutlu, CFO at 514 339 9900 ex. 234 or visit our website: www.insugroup.com or email info@insugroup.com

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