

For Immediate Release

**Fortius Canada Inc.
clarifies questionable label claim**

March 10, 2008 (Charlottetown, PEI)---Fortius Canada Inc., with customers in 14 countries, produces a product called DistilPure™ MSM based on specifications set out by its customer, Rain Nutrience Ltd. DistilPure™ is sold to Rain Nutrience as a bulk product and exported to the UK to be incorporated into tablets, capsules or powder for oral consumption. Fortius Canada Inc. does not sell DistilPure™ to the end consumer anywhere in the world.

Upon receipt in the UK, the customer repackages DistilPure into 1-pound (454g) jars, affixes a label and distributes the product to a US-based Internet retailer. The label that is applied in the UK indicates that the product is from a “natural pine tree source,” which can be confusing. Fortius has carried out its own inquiry following a CBC report that aired March 3.

MSM, or methyl sulphonyl methane, is a sulphur-rich nutritional supplement commonly used by people suffering from joint pain and, to a lesser extent, to alleviate symptoms related to allergies. DMSO, or dimethyl sulphoxide, is the key raw material in producing MSM and the compound pivotal to understanding the “natural pine tree source claim.”

Fortius’ process is unique and proprietary, which is why it is difficult for them to comment on their technology. The source of DMSO that Fortius uses is distinctive in that it starts with the black liquor stream from a paper mill. Black liquor contains lignans, which hold the wood fibre together in pine trees. Sulphur used in the bleaching process of paper reacts with the wood derived lignans to form DMSO.

Rain Nutrience was under the impression that because Canada is known worldwide for its forest products, it must be sourcing its DMSO locally, when in fact this is not true. Alan Andreasen, CEO of Fortius, clarified, “Fortius has not, at any time, conveyed or implied that the DistilPure™ MSM we supply is pine tree-derived from Canada – it is derived from an international source of DMSO, though we are currently working on some sources in Western Canada. Many Europeans that I speak to see Canada as a land of snow-covered mountains with trees as far as the eye can see, so I can believe that our customer wrongly assumed that the MSM is produced from DMSO in the Canadian pulp and paper industry. I have already been in contact with Mr. Rupert O’Connell, Managing Director of Rain Nutrience Ltd., and he has provided me assurance of his full cooperation in rectifying the situation.” Andreasen said that consumer confidence in nutritional supplements and their ingredients is of utmost importance to companies working in this sector.

Andreasen has also communicated to its UK customer that the address on their label and website is misleading and that all label and web content must be revised for compliance and reflect proper company name and address. Fortius has since received confirmation that all remaining non-compliant labels have been destroyed and web content will be modified immediately.

Fortius Canada Inc. re-located to the Charlottetown Airport Industrial Park from Calgary in 2001, partially as a result of obtaining a low interest loan from the PEI Government. This loan was used to build a state-of-the-art manufacturing facility. Fortius has since repaid that obligation. Fortius does not have any outstanding liability to the province.

The company employs 61 full time employees and plans on further expanding in the near future. Andreasen said, "We are very fortunate to have come to PEI when we did due to the availability of a solid and committed workforce. This has allowed us to create a high quality, low cost business platform, which allows us to win business, particularly in Europe." Most of the products that Fortius produces are private labelled by its customers.

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