

July 05, 2006

FACT Corporation Hires New Chief Operating Officer

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Neptune, N.J. - (Business Wire) – July 5, 2006 --

FACT Corporation (OTCBB:FCTOA), an independent nutrition solutions company, today announced that it has filled the new corporate position of Chief Operating Officer. Timothy J. Murphy, a Philadelphia-based veteran of the food and beverage industry, has agreed to become FACT's new COO, and will begin familiarizing himself with the Company's operations immediately.

"I'm very excited to have Tim Murphy on our team", said Jacqueline Danforth, CEO of FACT Corporation. "We spent considerable time searching out the appropriate candidate to fill this important position, and we're confident Tim's considerable skill set will be of great assistance as we work towards making the most of FACT's numerous business opportunities."

Timothy J. Murphy has worked in the food, beverage and consumer packaged-goods industries since 1978, including assignments in the areas of strategic planning, sales & marketing, and P&L/general management. Prior to founding his own consulting firm, he held senior executive positions with Kraft Foods and Dreyers/Edy's Ice Cream (now a division of Nestle).

During his twelve years of business advisory experience, Murphy has assisted a broad range of clients worldwide, including Alberto-Culver, Almac (Chile), ConAgra Foods, Dean Foods, Eskimo Pie, G.E. Capital, General Mills, Goodman Group (New Zealand), Heineken USA, H.J. Heinz, H.P. Hood, LifeRight Foods, Mas-x-Menos (Costa Rica), Mott's, M&M/Mars, Pillsbury, Publix Supermarkets, Sara Lee, and Turkey Hill Dairy (div. Kroger). Typical assignments have included formulating/implementing new business strategies and tactics, driving profitable revenue growth via breakthrough partnerships, developing/executing new product introductions, and enhancing the return on trade marketing and 'customer targeting' efforts.

About FACT Corporation

FACT Corporation develops, licenses and markets proprietary nutrition solutions to commercial customers through its wholly-owned subsidiary, Food & Culinary Technology Group Inc. ("FACT Group"). FACT Group serves commercial bakery operators that manufacture and distribute functional baked goods (such as muffins, bagels, cookies and brownies) designed for a rapidlygrowing consumer marketplace focused on quality, taste and nutrition. These products are marketed via both conventional and alternative distribution channels, including branded and private-label retail opportunities, as well as foodservice and specialty markets.