

October 03, 2006

FACT Corporation's Flagship Customer, Western Bagel Baking Corporation, Expands Distribution of Alternative Bagel™ to Wal-Mart Superstores

.....

Neptune, N.J. - (Business Wire) – October 3, 2006 --

FACT Corporation (OTCBB:FCTOA), an emerging nutrition solutions company, today announced that its long-time customer, Western Bagel Baking Corporation, of Van Nuys, California, has successfully expanded its distribution of the Alternative Bagel™ to include Wal-Mart Supercenters in three divisions, including California and several other western states.

The Alternative Bagel™, created by Western Bagel utilizing one of FACT's proprietary mixes, is a fat-free and sugar-free product that also contains increased fiber for diet-conscious consumers. The bagel comes in five varieties, three of which are currently available in Wal-Mart: Sweet Wheat, Roasted Onion and Cinnamon Spice.

"We are thrilled to see Western Bagel gaining new exposure for their Alternative Bagel™ products," said CEO Jacqueline Danforth. "Wal-Mart is a perfect outlet for more consumers to gain access to Western Bagel's superb line of bagels."

Ms. Corie Ustin, director of marketing for Western Bagel, added that the Alternative Bagel™ has been featured successfully for the past six weeks in approximately 200 Wal-Mart stores in California, Arizona, Nevada, Oregon, Washington, Idaho, and Montana. The bagels are available in the refrigerated dairy section next to the cream cheese.

Ms. Danforth added, "The Alternative Bagel™ sales have steadily increased over the past several years. Not only are the bagels available at Western Bagel's 13 company-owned retail locations in southern California, but Western Bagel continues to market the Alternative Bagel™ through other prominent retailers, including Albertsons, Publix, Gelsons, Food4Less and Ralph's, while at the same time pursuing a very successful Internet sales campaign. With the introduction of this product to approximately 200 Wal-Mart Supercenters, both Western Bagel and FACT Corporation expect to see continuing sales increases."

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.