

April 11, 2007

## **FACT Corporation Launching Key 2007 New-Product Development Initiatives**

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**Neptune, N.J. - (Business Wire) – April 11, 2007 --** FACT Corporation (OTCBB:[FCTOA](#)), a specialty nutrition solutions provider to the North American baked-goods industry, today announced that it is commencing several important new-product development initiatives for 2007.

"We are noticing growing producer interest in healthier product offerings," said Jacqueline Danforth, CEO of FACT Corporation. "As a result, FACT is kicking off some key development projects, including multiple-flavor variations for its existing lines of high-fiber, reduced calorie muffins and cookies, to please the increasingly sophisticated consumer palette while continuing to deliver exceptional nutrition performance.

We're also taking on new, customized line-extension projects that we believe will drive revenue growth later in the year. As we continue building out our product portfolio to meet customer requests, we intend to provide specific new-product updates."

### **About FACT Corporation**

Through its wholly-owned subsidiary, Food & Culinary Technology Group Inc., FACT Corporation develops and markets customized nutrition solutions created specifically for the North American baked-goods industry. Our core products are proprietary specialty bake mixes. We sell to commercial producers that use large quantities of our mixes to manufacture and distribute popular, health-friendly packaged baked goods designed for a rapidly-growing, increasingly sophisticated consumer marketplace focused on quality, taste and nutrition.

The finished packaged products (such as high-fiber, low-fat, calorie-controlled bagels, muffins, brownies and cookies) produced by our customers are marketed through both conventional and alternative distribution channels, including branded and private-label retail opportunities, as well as foodservice and specialty markets.

We make it possible for consumers to keep on enjoying the foods they love to eat, without guilt.

For more information about FACT and its products, industry trends and functional foods, please visit [www.factfoods.com](http://www.factfoods.com).

Meet FACT CEO Jacquie Danforth:

Ms. Danforth will be providing an update on the Company's current operations and future plans in an audio interview today at 1PM ET at [www.wallstreetreporter.com](http://www.wallstreetreporter.com).

Additional audio and video clips are available at the following links:

FACT Corp. CEO Jacquie Danforth Interviewed at the NASDAQ at <http://media4.streamtoyou.com/cadavis/fctoa.wmv>

CEO Jacquie Danforth Interviewed on WallSt.net at <http://www.wallst.net/audio/audio.asp?symbol=FCTOA&id=3122>

Investor update: What is the market saying? Take a look:

[http://www.factfoods.com/ecms.aspx/\\$factagility/PDF/FaesselFinalReportMar122007.pdf](http://www.factfoods.com/ecms.aspx/$factagility/PDF/FaesselFinalReportMar122007.pdf)

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