



## **PRESS RELEASE**

### **FACT Corporation receives strong interest from EU markets for introduction of bake-at-home mixes**

**Katy, TX - (Business Wire) – November 9, 2009** -- FACT Corporation (OTCBB:FCTOA), a specialty nutrition solutions provider to the global baked-goods industry, today announced that it is expediting the launch of its bake-at-home mixes for retail distribution, due to strong interest from distributors in the European Union.

Vice President of Sales, Denise Gurley commented, "International distributors have recently informed us that there is a strong need for FACT's better-for-you line of bake mixes in their local markets. The determination was based on independent market research conducted in target EU countries where FACT is planning to launch its new product line."

CEO Jacqueline Danforth further noted, "These additional product line distribution opportunities are an ideal fit with FACT's recently announced multi-phase plan for corporate growth now through 2012. Components of this plan include our scheduled entry into the high growth healthy foods retail market in the United States for Q1 2010, as well as our product development work in regards to a ready-to-eat line of unique healthy snack foods for the diabetic market. In addition to strong interest in the EU, there is confirmed interest in FACT's products in other regions that the Company is planning to distribute."

As part of the Company's efforts to expand awareness of the many new developments underway, on November 4, 2009, CEO Jacqueline Danforth participated in a live Satellite interview with MoneyTV where she discussed several of FACT's current growth initiatives, including the planned retail product launch and other key 2010 development strategies. Additionally, Ms. Danforth provided an overview of the application and benefits of FACT's unique product lines. To view the full video interview of Ms. Danforth conducted by MoneyTV, please go to [www.moneytv.net](http://www.moneytv.net).

#### **Media and Investor inquiries:**

Jacqueline Danforth or  
Lance Bauerlein  
Toll Free – 1-888-211-7181  
Direct – 1-403-693-8004

#### **Sales inquiries:**

Denise Gurley  
1-281-732-0093

#### **About FACT Corporation**

FACT has been engaged in the healthy lifestyle market since 2002. Operating through our wholly-owned subsidiary, Food & Culinary Technology Group Inc., we develop and market customized nutrition solutions created for the global baked-goods industry. Presently, our core products are proprietary specialty bake mixes, which we sell to commercial producers who use

these mixes to manufacture popular, health-friendly packaged baked goods. These items target a rapidly-growing, increasingly-sophisticated consumer marketplace focused on quality, taste and nutrition. Our customers market their finished products (foods we all love to eat, such as bagels, brownies, muffins and cookies) through both conventional and alternative distribution channels, including branded and private-label retail opportunities, as well as foodservice and specialty markets. For more information about FACT and its products, please visit [www.factfoods.com](http://www.factfoods.com).