



## ADVITECH PRESENTS A MANAGEMENT'S STRATEGIC UPDATE AND REVIEW

TSX VENTURE EXCHANGE: AVI

FOR IMMEDIATE RELEASE

**QUEBEC CITY, QUEBEC — March 11, 2008** — Advitech Inc. ("Advitech" or the "Company") (TSX Venture Exchange: AVI) announces today the result of a management's review of the Company's business operations and products pipeline along with key elements of its strategic plan implemented in order to achieve both short and long-term success. This plan includes the following constituents:

### **WOUND HEALING:**

- The Company is confident that the pre-clinical results on its Wound Healing platform are solid enough to consider implementing a strategic transfer to the pharmaceutical environment and therefore seek alliances and partnerships with pharmaceutical companies. With this new application, the Company will move into the pharmaceutical market in addition to the nutraceutical market where has been its development since its inception.
- Additional pre-clinical results will be released in the second quarter of 2008 and a R&D program specific to this application, including a phase 1 study, is under final review.
- The Company has initiated a full review of its intellectual property portfolio in light of this new application.
- Finally, an agreement with a U.S. manufacturer has been achieved for the production of the core ingredients for the application.

### **DERMYLEX<sup>®</sup> AND PRODUCTS PORTFOLIO:**

- Dermylex<sup>®</sup>, the Company's product for mild to moderate psoriasis, will represent more than 50% of the anticipated 2008 and 2009 revenues. As was the case for 2006 and 2007, revenues are expected to be concentrated in the last two quarters of these fiscal years.
- The 2008 revenues are expected to be higher than those of 2007 considering that Dermylex<sup>®</sup> is now available for sale in Canada, U.S.A., France, Belgium and Taiwan. The product has recently been approved by the regulatory agency in Indonesia and is under review for Mexico (which review is expected to be finalized by the end of 2008).
- Discussions are ongoing with partners for additional distribution agreements which should be concluded in the latter part of 2008. The focus will be on the U.S. and European markets.
- To achieve the expected revenues, the Company intends to recruit new senior staff members before the end of the current quarter and increase sales and marketing expenses. In addition, it intends to leverage the marketing capabilities of its actual marketing partners and further expand their existing distribution contracts to include new lines of products to be launched (Microdermabrasion line and

Growth factors mixes) in the current and subsequent years. The Company intends to capture new market opportunities generated by Advitech's products platforms.

- The Company expects to release its 2007 fiscal year-end results on April 14<sup>th</sup>, 2008.

Renaud Beauchesne, President and Chief Executive Officer of Advitech stated, "Over the past four months, our executive team has completed a thorough review of our products pipeline and business operations with the goal of creating a strategy optimized for success. We are very confident to move Advitech in 2008 from a one product company to a company with a strong portfolio of products and technologies targeting different applications related to skin disorders".

**About Growth factors:**

Growth factors are proteins with multiple functions in the human body. Growth factors modulate immune responses and cell growth. Some growth factors are produced in the laboratory and used in biological therapy in extremely lucrative markets such as inflammatory diseases or skin care. However, synthetic production of growth factors is extremely expensive, which represents a major concern for product development.

Through an extensive research program, Advitech has mastered the ability to produce naturally milk derived growth factors at relatively lower cost than synthetic growth factors. The ability of Advitech to produce such growth factors opens up new market opportunities in the nutraceutical and pharmaceutical markets.

**About Wound Healing:**

According to Espicom Business Intelligence Ltd., the global wound care market totalled \$7.2 billion in 2006, with a 10% growth rate. Growth factors based applications for wound healing represent more than 5% of the market, with an impressive 27% growth rate.

**About Advitech Inc. [www.advitech.com](http://www.advitech.com):**

Advitech is a health sciences and technology company with a mission to discover and commercialize proprietary and evidence-based natural health products. Effective and safe, these products play a role in the prevention of immune-mediated inflammatory disorders, such as psoriasis and inflammatory bowel disease. Advitech produces Dermylex<sup>®</sup> for the treatment of mild-to-moderate psoriasis.

Advitech has drawn up a research program to develop new applications related to wound healing. This development is derived from both its XP-828L and IM technological platforms.

**About Dermylex<sup>®</sup> [www.dermylex.com](http://www.dermylex.com):**

Dermylex<sup>®</sup>, developed by Advitech, is an oral natural health product formulated to improve mild-to-moderate psoriasis symptoms. Two clinical trials, including a 112-day, multi-center, double-blind, placebo-controlled trial with 84 patients, clinically proved the efficacy and safety of Dermylex<sup>®</sup> for that type of psoriasis. Dermylex<sup>®</sup> is currently available in Canada and the U.S. (as BioDerm, Dermalyx<sup>®</sup>), as well as in France and Belgium (as Psopax<sup>®</sup>).

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*This press release contains forward-looking statements, which reflect the Company's current expectations regarding future events. The forward-looking statements involve risks and uncertainties. Actual results could differ materially from those projected herein. The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.*

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