



January 28, 2004

To Our Valued Customers:

We are excited to introduce our newly incorporated Company: **Vitalus Nutrition Inc.**, formerly known as the Nutrition Division of Canadian Inovatech Inc. ("Inovatech").

Inovatech has seen many significant developments over the last few years, including the sale of our Egg Division to Michael Foods Inc. The corporate reorganization of Inovatech provided a timely opportunity to implement a new company name and a fresh new look that more closely reflects our Nutritional products and direction.

The name Vitalus has roots in the Latin words *vita* and *viviere*, meaning 'to live'; hence, the word "vitalus" conveys 'life'. Words such as 'dynamic', 'natural' and 'essential' can all be derived from the word "vitalus" and describe our products and services.

Our new corporate slogan, "Vitality through Nutrition" speaks of our commitment to producing the highest quality nutritional ingredients including our whey protein isolates and concentrates, which promote vitality, health and well-being. Our focus on research and development of new products and applications remains unchanged. We are committed to continuing to grow and expand our line of niche products for the nutritional marketplace.

We will continue to provide the exceptional support and assistance that you have come to expect. Our company representatives' contact information, apart from our e-mail addresses, will remain the same. Please note that all e-mail addresses will now be firstinitiallastname@vitalus.com.

Effective, February 1, 2004, our web site, all correspondence, documents, and invoices will display our new name and logo: **Vitalus Nutrition Inc.**

If you have any questions or concerns, please do not hesitate to contact your customer service representative.

We would like to take this opportunity to thank you for your continued support and we look forward to working with you as **Vitalus Nutrition Inc.**