



**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

## **Les Biotechnologies Océanova inc. becomes innoVactiv inc.**

**Rimouski, Quebec, July 7, 2009** – The company *Les Biotechnologies Océanova inc.* announces today that it is changing its name to innoVactiv inc. The name change reflects the evolution of the active ingredients portfolio that the company commercializes worldwide.

"Our mission remains the same, focused on the development of active ingredients whose efficacy and safety have been scientifically demonstrated, but the former name suggested that our activities were solely confined to the field of marine biomasses. Our portfolio of 18 active ingredients is much more diversified, containing also ingredients originating from different sources like terrestrial plants, polysaccharides derived from fermentation process or synthetic peptides" says Mr. Patrice Dionne, Chief Executive Officer at innoVactiv inc.

### ***About innoVactiv inc.***

InnoVactiv's mission is to develop and commercialize innovative ingredients whose efficacy and safety have been scientifically demonstrated. InnoVactiv's ingredients are intended for nutraceutical and cosmeceutical companies. Based in Rimouski, the company strategically positions itself on fast growing international markets. InnoVactiv entered into partnership agreements with a number of companies around the world and rely on a well-established commercialization network in the United States, as well as on many other territories. For more information about our company and ingredients, visit us on the web at [www.innovactiv.com](http://www.innovactiv.com).

- 30 -

### **Source:**

InnoVactiv inc.

Patrice Dionne, Chief Executive Officer

Tel.: (418) 652-9598 ext. 293

E-mail: [pdionne@innovactiv.com](mailto:pdionne@innovactiv.com)