

**LOVITT NUTRICEUTICAL CORPORATION**  
**708-1111 West Hastings Street**  
**Vancouver, BC V7X 1N8**

**NEWS RELEASE**

**New Director Elected**

**Vancouver, BC February 28, 2008** Lovitt Nutriceutical Corporation (“LNC”) is pleased to announce that James M. Proudfoot, P.Eng., has been elected to its Board of Directors.

Mr. Proudfoot is based in Cambridge, Ontario as President of James M. Proudfoot Limited, a company providing consulting services to the mining industry. Mr. Proudfoot has a degree in mining engineering from McGill University, and has extensive industry experience covering a time span of over 40 years,. Prior to consulting, Mr. Proudfoot gained industry experience through employment with industry leaders like Anaconda American Brass Limited, J.S. Redpath Limited, Falconbridge Nickel Mines Limited, and Noranda Mines Limited.

Mr. Proudfoot will assess the mineral resources of the Lovitt Mining Company, the wholly owned subsidiary of LNC in Central Washington State, with a view to realize value from this asset in 2008.

For further information, please contact Lorne Brown, President of LNC at Ph(509)393-4916 or eMail: [lorne@lovittgroup.com](mailto:lorne@lovittgroup.com).

**Lovitt Nutriceutical Corporation**

**“Lorne Brown”**

-----  
**C. Lorne Brown**  
**President**

**The TSX Venture Exchange has not reviewed, nor has it accepted responsibility for the adequacy or accuracy of the contents of this news release, which was prepared by management of the Company.**