

Attention Business Editors:
Artevo Corporation announces new COO

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CALGARY, April 1 /CNW/ - Artevo Corporation ("Artevo" or the "Corporation") (TSX Venture: AEV) announced today that, effective April 1, 2009, it has appointed Ms. Beth Fredeen to the position of Executive Vice President & Chief Operating Officer. Ms. Fredeen will assume the Chief Operating Officer role from Mr. Gregg Rodda who has been the Vice President & Chief Operating Officer of Artevo and its predecessor company, Power Play Art Ltd., since August 2003. Mr. Rodda has been retained by the company as a consultant.

Ms. Beth Fredeen has been the Executive Vice President of the Corporation since October, 2008 and prior to that appointment worked as a consultant to the Corporation, providing expertise on various process improvements and operational initiatives. Ms. Fredeen has an extensive accounting and management background, has owned and operated several businesses and for the past ten years has specialized in providing business solutions to small and mid size companies.

"We are pleased to have Beth assume this new role within the organization, and are confident she will help guide the company through its next phase, as she has been instrumental in significantly reducing our overheads since the beginning of our first quarter," said Christopher Talbot, Chief Executive Officer of Artevo.

Artevo Corporation is a technology driven company focused on the production, marketing and distribution of collectable fine art products. The company is headquartered in Calgary, Alberta.

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The TSX Venture Exchange Inc. has neither approved nor disapproved the contents of this press release.

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(AEV.)

CO: Artevo Corporation

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