

Attention News/Business Editors/See CNW Photo Network and Archive:
Jane Seymour to Launch Canadian Art Exhibition Tour with Artevo
Galleries

<<

THIS NEWS RELEASE IS NOT FOR DISTRIBUTION TO U.S. NEWSWIRE SERVICES OR
FOR DISSEMINATION IN THE UNITED STATES.

>>

CALGARY, July 30 /CNW/ - Artevo Corporation (TSX Venture: AEV), a technology driven marketing company focused on the production and distribution of all categories of fine art, unveiled its plans today to launch a multi-city Canadian Art Exhibition tour featuring an impressive collection of original paintings and limited-edition fine art prints by Jane Seymour.

An Officer of the British Empire (OBE) recipient Ms. Seymour has achieved worldwide renown through her stellar career, which spans dance, Broadway, stage, motion pictures, television, literature, art and fashion.

Jane's love of art and color has led her to find great success as a painter. When she is not acting, writing or designing Ms. Seymour can be found painting at her Malibu studio, on movie sets or during her travels. This Fall Artevo will host 'Up Close and Personal - The Art of Jane Seymour' a multi-city Canadian tour in Calgary, AB, Victoria, BC and Toronto, ON during October and November, 2009 with rare personal appearances by the artist scheduled at each location.

"We are privileged and excited to represent Ms Seymour; this is an incredible opportunity for Artevo Corporation" said Christopher Talbot, President and CEO. "The showcasing of The Art of Jane Seymour through our galleries and online at Artevo.com is a sound strategic fit with our vision and plans for the future."

Artevo Corporation is a Calgary-based fine art resource for the global art community. Artevo's vision is to provide quality art products on a world wide basis to consumers and the art industry. Artevo.com has one of the largest, instantly searchable, pre-selected artwork collections in the world. A network of established, credentialed agents worldwide enables Artevo direct access to the leading artists from around the globe.

For further information on attending the exclusive exhibitions and on the acquisition of the fine art of Jane Seymour please contact Bill Vincent, Director Corporate Sales at 403-781-8345 or bill.vincent(at)artevo.com.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

Reader Advisory

"This news release contains certain forward-looking statements, which include assumptions with respect to future operations. The reader is cautioned that assumptions used in the preparation of such information may prove to be incorrect. All such forward looking statements involve substantial known and unknown risks and uncertainties, certain of which are beyond Artevo's control. Such risks and uncertainties include, without limitation, risks associated with, currency fluctuations, competition from other companies, ability to access sufficient capital from internal and external sources, the impact of general economic conditions in Canada, the United States and overseas, industry conditions, changes in laws and regulations and changes in how they are interpreted and enforced, increased competition, the lack of availability of qualified personnel or management, fluctuations in foreign exchange or interest rates, stock market volatility and market valuations of companies with respect to announced transactions and the final valuations thereof, and obtaining required approvals of regulatory authorities. Artevo's actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements and,

accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what benefits, including the amount of proceeds, that the Corporation will derive there from. Readers are cautioned that the foregoing list of factors is not exhaustive. All subsequent forward-looking statements, whether written or oral, attributable to Artevo or persons acting on its behalf are expressly qualified in their entirety by these cautionary statements. Furthermore, the forward-looking statements contained in this news release are made as at the date of this news release and Artevo does not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities laws."

<<

/NOTE TO PHOTO EDITORS: A photo accompanying this release is available on the CNW Photo Network and archived at <http://photos.newswire.ca>. Additional archived images are also available on the CNW Photo Archive website at <http://photos.newswire.ca>. Images are free to accredited members of the media/

>>

%SEDAR: 00025100E

/For further information: Artevo Corporation: Christopher Talbot, President and CEO, T (403) 244-8123, C (403) 397-1744, E [christopher.talbot\(at\)artevo.com](mailto:christopher.talbot@artevo.com); Coral Canyon Publishing, LLC, Susan Nagy Luks, Director, T (310) 842-7256, E [susan\(at\)coralcanyonpublishing.com/](mailto:susan@coralcanyonpublishing.com)
(AEV.)

CO: Artevo Corporation

CNW 15:16e 30-JUL-09