

**ARTEVO CORPORATION  
ARTEVO CORPORATION ANNOUNCES NEW CFO**

**FOR IMMEDIATE RELEASE**

**CALGARY, ALBERTA – March 3, 2009** – Artevo Corporation (“**Artevo**” or the “**Corporation**”) (TSX Venture: AEV) announced today that, effective March 3, 2009, it has appointed Mr. Mitchell Stewart to the position of Chief Financial Officer. Mr. Stewart will assume the role from Mr. Brian Callaghan who has been the Chief Financial Officer of Artevo and its predecessor company, Power Play Art Ltd., since October 2007.

Mr. Stewart has spent his career working in the entertainment and media industry. Before joining Artevo, he worked as an audit manager with PricewaterhouseCoopers LLP both in Calgary, AB and in London, UK. He holds a Bachelor of Commerce (Accountancy) and Master of Professional Accountancy from the University of Saskatchewan and is a Chartered Accountant registered with the Province of Alberta.

“We are pleased to have found Mitchell, with his industry and significant international experience to fill the position of Chief Financial Officer, and are confident he will help guide the company through its next phase,” said Christopher Talbot, Chief Executive Officer of Artevo.

Artevo also announced that it has filed with Canadian securities regulators its interim financial statements and management discussion and analysis for the first quarter ended December 31, 2008 (the “Interim Financial Statements and MD&A”). The Interim Financial Statements and MD&A are available on the SEDAR website at [www.sedar.com](http://www.sedar.com).

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. For further information contact Christopher Talbot, the President and Chief Executive Officer of Artevo Corporation at (403) 244-8123

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