

Attention Business Editors:

Artevo Corporation Expands into Ontario Market and Announces New Appointments

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CALGARY, Oct. 30 /CNW/ - Artevo Corporation ("Artevo" or the "Corporation") (TSX Venture: AEV), a technology driven company focused on the production, marketing and distribution of all categories of fine art, today announced the planned opening of their latest Art Gallery in the new Don Mills Lifestyle Center in April 2009.

"The Shops at Don Mills is an important location in our real estate plan", says Christopher Talbot President and CEO of Artevo. "We have been in the Market and have tested our concept carefully over the past 3 years, and we are now ready to move into our expansion phase and roll out our Virtual Gallery concept in key strategic locations world wide".

"The Shops at Don Mills is being designed with one-of-a-kind experiences in mind, offering customers exceptional shopping and a host of cultural activities throughout the year," said Carolyn Egan, Director of Leasing, Ontario Portfolio, The Cadillac Fairview Corporation Ltd. "Artevo's substantial showroom featuring a Virtual Art Gallery builds on this by bringing Torontonians a fresh concept in art. We look forward to building a strong relationship with Artevo as well as with the Shops of Don Mills' diverse group of innovative retailers."

The 2,400 sq.ft. location is set to open in April 2009 with the grand re-opening of the Centre. With over 4,000 choices of pre selected artworks at your fingertips, customers can expect to relax in a gallery environment, and work with Artevo consultants or their own designers in a comfortable setting. "The technology driven Virtual Gallery is fun to use and is both educational and informative" says Greg Rodda, Vice President & COO. It really is a one stop shop for art for your entire home or office and with our unique art placement programs, getting access to fine art has never been easier". A highly organized selection of Canadian and international art, knowledgeable service, and technology are the cornerstones of the Artevo Galleries.

Christopher Talbot, President and CEO of Artevo is pleased to announce the following appointments.

Mr. Andrew Searby CA joined the Board of Directors of the Corporation on October 29, 2008. Mr. Searby is currently the Chief Financial Officer of Sharp's Audio-Visual, and was previously Chief Financial Officer of Liquidation World Inc., a TSX issuer. Mr Searby commented, "I am very excited to join the board of Artevo. This is an interesting business model where I see great potential for growth, and I look forward to working with the company and its leadership team." Mr. Searby earned a Bachelor of Management degree from the University of Lethbridge and holds a Chartered Accountant designation. The Corporation has granted Mr. Searby an option to purchase 50,000 common shares of the Corporation at a price of \$0.10 per share exercisable for a period of five years from the date of grant.

Ms. Beth Fredeen has been appointed Executive Vice President of the Corporation. Prior to this appointment Ms. Fredeen worked as a consultant to the Corporation, providing expertise on various process improvement 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.

The Corporation also announces that Mr. Hubert Marleau has resigned from the board of directors effective October 29, 2008. Artevo would like to thank Mr. Marleau for his efforts during his term on the board and wishes him well with his other endeavours.

On September 16, 2006 the Corporation announced it had granted options to

purchase 100,000 common shares of the Corporation at an exercise price of \$0.08 per share. The Corporation has revised the exercise price to \$0.10 per share to comply with the rules of the TSX Venture Exchange.

Artevo is a technology driven company focused on the production, marketing and distribution of collectable fine art products.

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

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

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#### 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."

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