



NEWS RELEASE

FOR IMMEDIATE RELEASE

“LEAVE NO TRACE” AT THE SALT LAKE CITY OUTDOOR RETAILER SHOW

SolHuma Showcases an Environmental Cooking and Survival Stove That Leaves Only Foot Prints

Salt Lake City (Utah), August 6, 2008 – SolHuma, a socially responsible Canadian firm with a mission to enhance the outdoor experience and increase chances of survival in the wilderness, announces today that its green innovation, the Vital Stove™ meets the needs of environmentally conscious outdoor enthusiasts seeking to cook food or ensure their survival by leaving only foot prints. The Vital Stove™ is the first portable cooking and survival stove on the market that generates 1,200° Fahrenheit of intense heat from ecological fuels, such as wood, natural fibers, twigs, straw, cardboard, animal dung or combustible waste.

“Inspired from the “Leave No Trace”, an ecological trend that encourages the responsible enjoyment of outdoor activities with minimal impact on the environment, the Vital Stove™ is the green choice for outdoor activities or survival situations”, says Martin Rheault, founder and CEO of SolHuma. “The Vital Stove™ doesn’t require fuel canisters that produce hazardous waste or release greenhouses gases, and it is so small that you can carry it with you everywhere to cook food, purify water and stay warm at any ambient temperature”, adds Rheault.

“After using the Vital Stove™ on a four day canoe trip, I must say that I was very impressed. The Vital Stove™ is well suited for backcountry travel in wilderness areas”, says Stephen Ritchie, Coordinator of the Outdoor Adventure Leadership Program for the Laurentian University in Canada. In the aftermath of the earthquake in Peru in August 2007, an international delegate of the Red Cross said: “Our teams from Peru, Equator, Costa Rica, Italy, Spain and Columbia were greatly impressed with the Vital Stove™, which allowed us to prepare coffee, our first warm beverage, after 4 full days in the field”.

Since its introduction on the market, the Vital Stove™ has earned the praise of individuals, families, outdoor enthusiasts, humanitarian and Scout organizations in Canada, the United States, Europe, Africa, Asia and Latin America.

About SolHuma – Booth # 86102 (New Product Showcase):

Founded in 2006 and established in Candiac, in the vicinity of Montreal, Canada, SolHuma develops environmentally-sound technological solutions specifically designed to address the needs of outdoor enthusiasts, families and the victims of natural disasters in situations of survival. The company reinvests a portion of its online sales into humanitarian causes. SolHuma's founder and CEO, Martin Rheault, is an industrial engineer who graduated from the Université du Québec à Trois-Rivières, where he also acted as a Research Associate for the Bombardier Sea-Doo/Ski-Doo Chair and, for the past four years, as a lecturer for the Master's Degree program in Industrial Engineering. The Vital Stove™ is now available in the United States at Garrett Wade (www.garrettwade.com/vital-stove) or online at www.solhuma.com

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Media Contact:

Caroline Alain Rodman
Rodman Consulting, LLC
caroline@rodmanconsulting.com

Cell: (415) 218-1618