

June 1, 2004

**Contact: Martin Davidson, President
exCel Cosmeceuticals, Inc.
800.453.5150**

FOR IMMEDIATE RELEASE

Bloomfield Hills, Michigan

Canadian Distributor Announced by exCel Cosmeceuticals, Inc.

RGR Pharma, Ltd. has been chosen by exCel Cosmeceuticals, Inc. to distribute its patented AFA cosmeceutical line in Canada. With a rapid international growth history, Martin Davidson, president of exCel Cosmeceuticals, anticipates growth to continue due to the effectiveness of its patented amino acid formulation.

RGR PHARMA headquartered in Windsor, Ontario is dedicated to the development, marketing and distribution of pharmaceutical and medical products that are particularly situated in niche markets. The sales team is located in the largest population centers across Canada and currently focused in the physician, hospital and aesthetic skin care markets. Both the management and sales teams have extensive knowledge and backgrounds promoting products in the Canadian market.

exCel Cosmeceuticals, Inc. markets its innovative skin care products to the medical community throughout the world.

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