

For Immediate Release

Mag One Announces Market Awareness Agreement for Europe and an Independent Analyst Report

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MAG ONE PRODUCTS INC. (“Mag One” or the “Company”) has entered into a marketing awareness agreement with Absolute Innovation Ltd., (“Absolute”) a private U.K. company Specialising in Global marketing solutions, which will provide the Company with various distribution channels and so, be able to present Mag One’s key fundamentals to a new market. In this way, Absolute will be increasing Mag One’s visibility to a wider audience in Europe thus introducing potential new shareholders to the Company. Mag One is listed on the Frankfurt Börse with the symbol “304”.

Absolute has been retained for its services and expects to initiate its marketing efforts immediately, in order to expose Mag One and its 99.9% wt. pure magnesium (“Mg”) ingots, related compounds and byproducts and the new magboards to potential investors in Germany and Europe. Mag One intends to sell its products worldwide. In fact, it is the Company’s goal to produce magnesium at a cost lower than any current competitors’ price and moreover, close to or lower than the cost of producing aluminium.

Again, it is useful to repeat the reasons why Mag One’s ultimate target sale price for its Mg is targeted to be considerably less than competitors’: the low Canadian dollar, cheapest power costs in North America, effectively ‘free’ Mg ore that adjoins the initial plant with much available labour force and a serviced site adjacent the tailings. The latter reasons help, but the main reasons are the game-changing patented technology coupled with a minimum CAPEX/OPEX modular plant structure.

On April 18th, eResearch posted a 33-page “*Initiating Report*” on the Company, written by an independent analyst, Mr. Bob Weir. It can be viewed on Mag One’s website in the Investors section.

Signed:
“Nelson M. Skalbania
Chairman”

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Mag One is co-listed on the Börse Frankfurt stock exchange (“FSE”) with the ticker symbol “304” and the OTCQB with ticker symbol “MgPRF”. The listings on the Frankfurt and OTCQB exchanges provide the company exposure to the European and U.S. markets and investors.

Certain statements contained in this release may constitute “forward-looking statements” or “forward-looking information” (collectively “forward-looking information”) as those terms are used in the Private Securities Litigation Reform Act of 1995 and similar Canadian laws. These statements relate to future events or future performance. The use of any of the words “could”, “intend”, “expect”, “believe”, “will”, “projected”, “estimated”, “anticipates” and similar expressions and statements relating to matters that are not historical facts are intended to identify forward-looking information and are based on the Company’s current belief or assumptions as to the outcome and timing of such future events. Actual future results may differ materially. In particular, this release contains forward-looking information relating to the business of the Company, the Property, financing and certain corporate changes. The forward-looking information contained in this release is made as of the date hereof and the Company is not obligated to update or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities laws. Because of the risks, uncertainties and assumptions contained herein, investors should not place undue reliance on forward-looking information. The foregoing statements expressly qualify any forward-looking information contained herein. These securities have not and will not be registered under United States federal or state securities laws and may not be offered or sold in the United States or to a U.S. Person unless so registered, or an exemption from registration is relied upon. This news release does not constitute an offer of securities for sale in the United States.

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