

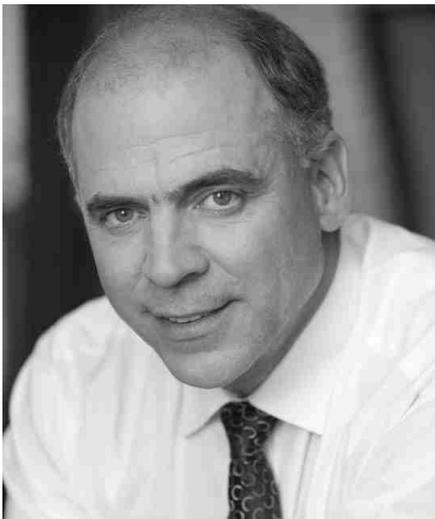
**The Most Powerful Name In Corporate News and Information.**

## As More And More Healthcare Practitioners Recommend Dietary And Nutritional Supplements, Atrium Innovations Will Be Well Positioned As An Industry Leader, Promoting Higher Potency Products In The Specialty Segment Of The Food Supplement Industry

**Pharmaceuticals  
Consumer Products  
(ATB-TSX)**

**Atrium Innovations Inc.**

**1405, boulevard  
du Parc-Technologique  
Quebec QC Canada G1P 4P5  
Phone: 418-652-1116**



**Pierre Fitzgibbon  
President and CEO**

### **BIO:**

Pierre Fitzgibbon joined Atrium Innovations as the President and Chief Executive Officer in June 2007. Atrium Innovations is a leader in the development, manufacturing and marketing of added-value products for the health and personal care industry.

Pierre Fitzgibbon joined National Bank Group as a Vice-Chairman of National Bank Financial in January 2002, bringing a range of expertise including Corporate Direction and Finance, Mergers & Ac-

quisitions and Strategic Planning in various industries, namely in Telecommunication and Forest Products. From July 1, 2005, he held the position of Senior Vice-President, Finance, Technology and Corporate Affairs at National Bank of Canada.

Prior to joining NBF, Mr. Fitzgibbon was for a period of two years President and Managing Director of New World Mobility, an innovative wireless communication solutions provider in Hong Kong. In his capacity Mr. Fitzgibbon lead the implementation of a new corporate strategy and the next generation multi-media efforts and business developments.

For three years prior to joining New World Mobility, Mr. Fitzgibbon held various executive positions in Finance, Corporate and Business Development at Chase Capital Partner, Telesystem International Wireless in Canada and Asia. He also spent five years at Domtar in various executive positions, namely as Head of the Packaging Division and as Chief Financial Officer. Before, he was Chief Financial Officer of Peerless Carpet Corporation and previously Senior Manager with PriceWaterhouse.

A member of the Ordre des comptables agréés du Québec (OCAQ), Mr. Fitzgibbon holds a bachelor's degree in business administration from the École des hautes études commerciales of Montreal (affiliated with l'Université de Montréal) and a certificate in general management from Harvard Business School.

### **Company Profile:**

Atrium Innovations Inc. is a recognized leading developer, manufacturer and marketer of science-based and profes-

sionally endorsed products for the health and nutrition industries. Atrium focuses primarily on growing segments of the health and nutrition markets, which are benefiting from the trends towards healthy living and the ageing of the population. Atrium markets a broad portfolio of finished products through its highly specialized sales and marketing network in more than 35 countries, primarily in North America and Europe. Atrium has over 625 employees and operates five manufacturing facilities.

**Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFOinterviews.com**

**CEOCFO:** Mr. Fitzgibbon, how has Atrium changed under your leadership?

**Mr. Fitzgibbon:** "The first thing we did after I came on board was to sell an operating division that had limited synergy with our principal health and nutrition activity. We divested from our active ingredient division in May of 2008. This allowed us to focus our energy in our main focus area of the nutritional supplement industry."

**CEOCFO:** Would you tell us about the industry itself and Atrium's position?

**Mr. Fitzgibbon:** "The food supplement industry is characterized by those involved in the progressive or holistic health therapy. We basically complement the traditional medicine and nutrition. We supplement deficiencies people would have in either the way they eat, the way they exercise, or lack of or the way they control their stress. Atrium has five operating units that are involved in developing product formulation and manufacturing food supplements, which are exclusively promoted through the healthcare

practitioners in the US and Europe. We distinguish ourselves from the traditional food supplement company insofar as we don't sell retail, but we sell exclusively through the practitioner market as our products tend to have higher potency and henceforth they need to be recommended by professionals."

**CEOFCO:** How do you reach your customer base of practitioners?

**Mr. Fitzgibbon:** "In the US there is a large base of practitioner from both the complementary and alternative medicine and more and more from the traditional medicine. They are getting more comfortable with the food supplements and actually recommend their patients supplementation. We get to the patients through healthcare professionals."

**CEOFCO:** Why are the doctors recommending your products?

**Mr. Fitzgibbon:** "The US market, which is the biggest market in the world, is a \$24 billion market. The healthcare practitioner market is a small portion of the total market, at \$1.8 million, slightly less than 10%; in that segment there are a limited number of companies and our two main US businesses, Pure and Douglas, together are among the leaders in terms of market share in that market. Both brands enjoy a solid reputation of being quality products delivered in a consistent manner."

**CEOFCO:** What are the leading products for you and do you see that changing?

**Mr. Fitzgibbon:** "Yes we tend to be involved more with specialty supplements. This is because doctors are very careful of what they recommend to their patients and they recommend more what is science-based. What are very popular are the probiotics, fish oil and enzymes as example. With enzyme, we have a very strong systemic enzyme product, Wobenzym, which helps support joint health. We tend to be involved more with specialty supplements than the general care supplements."

**CEOFCO:** You have a very focused strategy on driving your organic growth; what are the components of your plan?

**Mr. Fitzgibbon:** "We have five pillars of our organic growth, the first one is to cross sell among our different territories. We have five brands that exist in our portfolio and we are trying to do more cross selling. We also are looking at expanding in the professionally endorsed channel because we believe that is the way to distribute our specialty product as opposed to pure retail. There are an expanding number of channels, whether it is direct to the consumer via the internet or mail order. The health focus is going to also be a big driver of our growth. People in general are very concerned and focused on nutrition, which will help our industry. We are also going to grow through innovation. Atrium is recognized

**"Atrium has five operating units that are involved in developing product formulation and manufacturing food supplements, which are exclusively promoted through the healthcare practitioners in the US and Europe. We distinguish ourselves from the traditional food supplement company insofar as we don't sell retail, but we sell exclusively through the practitioner market as our products tend to have higher potency and henceforth they need to be recommended by professionals." - Pierre Fitzgibbon**

as a very innovative company and we have PhDs involved in formulating new products in our various brands. We are not doing fundamental research, but we are doing applied research, which is effective for some specific health conditions. In addition, we make sure to strive for operational excellence. Those are our key drivers."

**CEOFCO:** What is the geographic footprint for you and how do you see that changing?

**Mr. Fitzgibbon:** "Currently our revenues are split between North America and Europe; primarily continental Europe, although we have some sales in Eastern Europe. As far as the growth is concerned we are looking both organically and by acquisition in North America and in Europe and we are comfortable with this segmentation going forward."

**CEOFCO:** Acquisitions should have been part of your strategy for a while now!

**Mr. Fitzgibbon:** "For sure."

**CEOFCO:** Please tell us about your recent acquisitions.

**Mr. Fitzgibbon:** "In 2008 we did two. In February, we bought MCO Health, B.V., in Holland and we announced last September that we acquired a small company, Orthos Europe B.V., also in Holland, which will be integrated with MCO. We made those two acquisitions, as they were leaders in the healthcare practitioner market in the Benelux area, consistent with what we have in the US. Going forward one should expect us to continue to build or to growth through acquisitions to complement our product offering and access to market. Because we are involved in a highly fragmented industry, we are well positioned to consolidate given especially the strong balance sheet we have, subsequent to our recent divestiture. We are in a very good position."

**CEOFCO:** It is troubling times financially worldwide; are you thinking of any changes in your strategy?

**Mr. Fitzgibbon:** "No, to some extent we are partially immunized during economic downturn

because we are selling our product via professionals. We believe that people will not be cutting down on their food supplements in down times. Although if the economy deteriorates more or if we have a downturn that will be prolonged, one could expect perhaps the growth to be not as high as we have experienced in the last few years. I would say that our strategy remains unchanged. To some extent we might benefit from an acquisition perspective from the downturn with lower valuation."

**CEOFCO:** What is new in the industry and what is new at Atrium?

**Mr. Fitzgibbon:** "There is nothing new. The health focus is a driver of growth. People want to make sure that they have quality products. So there is a flight for quality here that is very important and the company that will succeed will not

compromise in the sourcing of ingredients or in the manufacturing processes. This is because people want to make certain that what they consume or eat is high quality.”

**CEOCFO:** Atrium has a solid reputation!

**Mr. Fitzgibbon:** “Those who succeed in selling to healthcare practitioners must have credibility in their product lines side because practitioners will not associate themselves with companies that are perceived to be lower quality or inconsistent in their product delivery. In a large indus-

try where there are some reputational issues, it is very important to promote science-based products. I think it is very important and strategic for Atrium to keep focusing on our two-pronged strategy, which is a science based product in a professionally endorsed environment.”

**CEOCFO:** In closing, why should potential investors consider Atrium, and what might people misunderstand that they should know about the company?

**Mr. Fitzgibbon:** “We are a leader in an industry with strong fundamentals. We are seeing major change in the way peo-

ple are addressing their health concerns. Holistic health therapy or progressive and integrative medicine are the way to the future. Atrium is very well positioned in that industry and for investors that invest time to understand the industry they will conclude that we have strong investment attributes. We are a company with very strong financial rigor and a good brand of businesses with high credibility in their respective markets. Going forward it is a winning position for everyone.”



**Atrium Innovations Inc.**  
**1405, boulevard du Parc-Technologique**  
**Quebec QC Canada G1P 4P5**  
**Phone: 418-652-1116**