

For Immediate Release

September 7, 2000

Announcing The World's First Chinese Tele-Medicine Service

Traditional Chinese Medicine Jumps Online

An ancient hip and trendy form of alternative healthcare just got a major face-lift.

Traditional Chinese Medicine (TCM) has been helping billions of people in China live long, healthy lives for thousands of years under the old adage - if it isn't broke, don't fix it -- until now. E-Tech Canada is launching the world's most complete and informative TCM Tele-medicine/e-medicine site on the Internet - **HealthPhone.com**.

"Despite it's age, no one has undertaken the enormous task of categorizing and organizing Traditional Chinese Medicine," said Paul Li, President and CEO of E-Tech Canada. "As more people are seeking out alternative cures, we decided to tackle this issue. Using today's state-of-art technology, together with our sophisticated voice/video over technology, we created a new e-medicine solution."

An enormous task it most certainly was - visitors to www.healthphone.com will not only find over 3,000 Chinese treatments for over 130 different ailments, they will also find the world's biggest online stores in Chinese Medicines. HealthPhone.com is an-easy-to-understand reference centre with interactive multimedia presentations which inform and entertain. The site has a complete e-medicine office building, with Chinese, alternative and Western healthcare professionals online and available in real-time, to see patients one-on-one or in groups for a truly unique tele-medicine experience.

HealthPhone.com is actually two sites, a professional site for healthcare professionals and a general consumer site for everyone else. Both sites are available in English and Chinese, but coming soon, expect to see French, German, Italian and other translations as the company expands globally.

"HealthPhone.com is a unique Internet website. Unlike most websites, which survive solely on site advertising, HealthPhone.com has multiple and diverse revenue sources including online stores, an International Trade Centre, a Marketplace showcase, practitioner wholesale shopping, an online medical office and many others," said Paul Li, President and CEO of E-Tech Canada. "HealthPhone.com's business model is designed to generate steady and impressive revenues, but at the same time, fulfilling our primary mandate: to expand Chinese and alternative medicine to the world while helping people."

After being extensively tested, and reviewed by numerous healthcare practitioners, HealthPhone.com will officially roll out on September 28, 2000. An opening ceremony lunch - complete with opening remarks from Ontario Solicitor General David Tsubouchi, Markham Mayor Don Cousens and other dignitaries, demonstrations of e-medicine, Qi Gong, Acupuncture and more will take place at the Embassy Suites Hotel, in Markham, Canada.

HealthPhone.com's launch will begin with a cocktail reception at 11:30am, followed by demonstrations of acupuncture, Qi Gong and tele-medicine at 12:30pm and an all-you-can-eat buffet lunch at 1:00pm. All the events take place on September 28, 2000 at the Embassy Suites Hotel, located at 8500 Warden Avenue, in Markham, Ontario, Canada.

The media is welcome to join us at the Grand Opening lunch. **Photo opportunities are available during the demonstrations and interviews with the presenters can be arranged. There will be informal discussion during lunch, at which time the media may ask questions of our spokesperson.**

E-Tech Canada Limited

A member of Pearl Oriental Group



E-Tech Canada and HealthPhone.com are members of Pearl Oriental CyberForce Limited, a listed company on the Hong Kong Stock Exchange.

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