



PRESS RELEASE – January 28, 2009

**ITI WORLD INVESTMENT GROUP INC. COMPLETES NAME CHANGE TO
"FIRST CHOICE PRODUCTS INC."**

Abbotsford, BC, Canada: ITI WORLD INVESTMENT GROUP INC. ("the **Company**") (CNSX – FCI) is pleased to announce that at an annual and special meeting of the shareholders of the Company held January 28, 2009, the shareholders approved a special resolution changing the name of ITI World Investment Group Inc. to "First Choice Products Inc." (the "**Name Change**"). The Name Change is effective immediately and the common shares of the Company are expected to begin trading under the Company's new name on or about January 29, 2008. The common shares of the Company will continue to trade under the symbol "FCI".

For further information, please contact Doug Kerr at:

First Choice Products Inc
#6 - 2076 Townline Road
Abbotsford, British Columbia V2T 6E5

Toll-free 1-866-580-0699

Email: doug@firstchoiceproductsinc.com

**THE CANADIAN NATIONAL STOCK EXCHANGE HAS NOT REVIEWED AND DOES NOT ACCEPT
RESPONSIBILITY FOR THE ADEQUACY OR ACCURACY OF THIS RELEASE.**