

FOR IMMEDIATE RELEASE

Stock Symbol: OTC BB: SWME
July 31, 2007

O24 FIBROMYALGIA RECOMMENDED IN LEADING CANADIAN MAGAZINE

Toronto – Swiss Medica, Inc. (OTC BB: SWME) is pleased to announce that O24 Fibromyalgia was recommended in the August 2007 issue of Chatelaine Magazine as a solution for the chronic aches and muscle fatigue related to Fibromyalgia. Chatelaine estimated that 1.5 million Canadian Women suffer from Fibromyalgia. The "Vital Signs" column on page 54 of the August issue shows a photo of O24 Pain Neutralizer next to a caption "Pain Free" and refers readers to the www.024zone.com website.

Chatelaine is a leading Women's Magazine in Canada with a paid circulation of almost 1 million, a significant figure given Canada has just over 13.5 million homes. Web traffic originating from Canada on the www.024zone.com site has increased 105% since Chatelaine August issue hit the stands, compared to the previous month.

Further to Swiss Medica's July 12th press release noting a new multi-channel distribution strategy for O24 in Canada, a third party recommendation in a well respected publication is a tremendous win for O24 as Swiss Medica strives to rebuild O24's revenues in Canada and regain and surpass market share figures attained by O24 in 2005.

About Swiss Medica, Inc.

Swiss Medica is a specialty pharmaceutical company focused on commercializing over-the-counter clinically-tested, patented all-natural products that relieve chronic ailments. Swiss Medica builds its brands through innovative and focused distribution and marketing strategies. Swiss Medica's mission is to be a world leader in the commercialization of over-the-counter, safe and effective chronic ailment treatments. Please visit our websites at www.swissmedica.com and www.O24zone.com

Swiss Medica's flagship product, the O24 Essential Oil Pain Neutralizer, holds US Patent #6,444,238B1. The O24 pain relief solution has been used and recommended for its fast-acting and long-lasting benefits by healthcare professionals and athletes in the United States, Canada and in Europe. O24 is widely available over-the-counter throughout the United States and Canada in leading pharmacies and other retailers. Customers can also visit www.O24zone.com, for ordering details and store locators for the nearest pharmacy.

Swiss Medica also launched the patented O24 Fibromyalgia pain reliever (US Patent #6,444,238B1) over-the-counter in North American retailers. The National Fibromyalgia Association (NFA) awarded O24 Fibromyalgia their first NFA Seal of Approval. Over 10 million Americans suffer from the long-term pain associated with Fibromyalgia. In a randomized double blind clinical trial conducted in 2005, 88 per cent of the patients who used O24 Fibromyalgia reported mild to markedly better improvement, versus only 7 per cent who used the placebo. Customers can also visit www.O24zone.com, for ordering details and store locators for the nearest retailer.

Forward-looking statements in this news release are made pursuant to the "Safe Harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Investors are cautioned that such forward-looking statements involve risks and uncertainties, including, without limitation, risks relating to acceptance of Swiss Medica's products in Canada, the United States and other countries, risks related to international sales and purchases and potential foreign currency exchange fluctuations, acceptance of Swiss Medica's products, increased levels of competition, dependence on intellectual property rights and other risks detailed from time to time in Swiss Medica's periodic reports filed with the United States Securities and Exchange Commission and other regulatory authorities.

CONTACT

Emerging Markets Consulting, LLC
James S. Painter
321-206-6682
jamespainter@emergingmarketsllc.com
www.emergingmarketsllc.com