

September 5, 2007



GelStat Strengthens Its Management Team With the Addition of William ("Bill") Colucci as Its President

ST. PAUL, MN -- (MARKET WIRE) -- 09/05/07 -- GelStat Corporation (PINKSHEETS: GSAC), a consumer healthcare company primarily focused on the development and marketing of over-the-counter (OTC) products for the safe and effective treatment of pain and inflammation, is pleased to announce that William ("Bill") Colucci has accepted the position of its President.

Mr. Colucci has served as an advisor to both private and public emerging growth companies for more than 15 years and brings to GelStat extensive experience in corporate finance. His knowledge and relationships throughout the financial community will play a key role as the Company continues to execute on its long-term strategies.

Mr. James LaFlamme, who will remain Chairman and CEO stated that, "We expect that Bill's experience analyzing business processes and improving operational performance coupled with the marketing expertise of Tom DeSantis and his team at U.S. Marketing will dramatically accelerate our pace to return Gelstat to profitability."

Mr. Colucci has served as an important resource for businesses ranging from start-ups to those with established revenues exceeding \$10MM. His time at Stanford University Graduate School of Business for Continuing Education and decades of hands-on executive experience are significant assets to GelStat Corporation. Mr. Colucci earned a bachelor's degree majoring in economics from St. Joseph's University and regularly attends continuing education seminars to stay abreast of the latest business techniques and trends.

ABOUT GELSTAT CORPORATION

GelStat Corporation is dedicated to providing safe and effective over-the-counter (OTC) treatments for pain and inflammation. GelStat's first product, GelStat Migraine, is sold nationwide through retail chain stores, independent retailers and pharmacies, and direct to consumer channels. GelStat Migraine is a sublingually (under the tongue) administered OTC medication for acute relief from the pain and associated symptoms of migraine. Over 90 percent of the 30 million Americans with migraine use OTC headache remedies, generally aspirin or other non-steroidal anti-inflammatory drugs. Americans spend \$2.6 billion each year on 600 million units of such products, although they are believed to be effective for only about 25 percent of those with moderate to severe migraine.

The Company also has a suite of additional, effective healthcare products that address large consumer markets. GelStat(TM) Arthritis is the second available product to utilize

GelStat's patent-pending formulation and is provided as a daily use, sublingual dissolving tablet. The Center for Disease Control estimates that, in its many forms, arthritis affects up to 70 million Americans. The Company has also developed "GelStat(TM) Sinus" and "GelStat(TM) Sleep," and believes that each of these products performs well and is effective for its intended use. The National Institute of Allergy and Infectious Disease estimates that 37 million Americans are affected by sinusitis every year, with at least 20 million more suffering from allergies. Approximately 70 million Americans are reported to be "problem sleepers."

For more information, visit www.gelstat.com

Safe Harbor Statement Under the Private Securities Litigation Act of 1995

With the exception of historical information, the matters discussed in this press release are forward-looking statements that involve a number of risks and uncertainties. The actual future results of GelStat could differ significantly from those statements. Factors that could cause actual results to differ materially include risks and uncertainties such as the inability to finance the company's operations or expansion, inability to hire and retain qualified personnel, changes in the general economic climate, including rising interest rate and unanticipated events such as terrorist activities. In some cases, you can identify forward-looking statements by terminology such as "may," "will," "should," "expect," "plan," "anticipate," "believe," "estimate," "predict," "potential," or "continue," the negative of such terms, or other comparable terminology. These statements are only predictions. Although we believe that the expectations reflected in the forward-looking statements are reasonable, such statements should not be regarded as a representation by the Company, or any other person, that such forward-looking statements will be achieved. We undertake no duty to update any of the forward-looking statements, whether as a result of new information, future events or otherwise. In light of the foregoing, readers are cautioned not to place undue reliance on such forward-looking statements. For further risk factors, please review our SEC filings.

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