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2010 SPRIG ECO-TOY COLLECTIONS OFFER MORE IMAGINATIVE PLAY FOR BOYS, GIRLS AND TODDLERS

-- WHAM-O® Partnership Helps Sprig Expand and Reduce Prices

FORT COLLINS, Colo. – Sprig’s audience just got a whole lot bigger. With the recent merger of Sprig and WHAM-O, the company has not only expanded its toy line to include products for girls and toddlers, it also has lowered its prices dramatically, making Sprig eco-toys more accessible to consumers around the world.

In 2010, the brand known for kid-powered playthings made from Sprigwood™, a child-safe bio-composite of recycled wood and reclaimed plastic, will roll out three new **Adventure Series** playsets, two new **Eco-Trucks**, **The Princess** collection for preschool girls, four sets of **Eco Blocks** and two eco-toys just for babies and toddlers. Part of the newly launched WHAM-O Jr. line, all 2010 Sprig products will be priced under \$30 and many will retail for less than \$15.

“Our new relationship with WHAM-O allows us to continue to make innovative eco-toys that inspire kids to explore and use their imagination,” says Sprig Toys co-founder and industry veteran Justin Discoe. “WHAM-O’s extensive manufacturing resources and distribution channels will make our toys more affordable and available to a much broader audience.”

Last season’s non-electronic Adventure Series was so popular that Sprig has added three new playsets that are sure to unleash a child’s inner thrill seeker. Equipped with pontoons and a

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moving propeller, the bright yellow **Soarin' Sea Plane** has a soft rubber cargo net for transporting baggage or perhaps lost treasures. The set includes Pilot Pete and a friendly pelican called Pelly. **Fred Shred** is an extreme athlete who surfs, skates and snowboards. In addition to the boards, this set includes Fred and a removable baseball cap. The third new member of the Sprig Adventure crew is **Moto Racer**, an adrenaline-filled motorcycle rider, who comes with a bright blue dirt bike, helmet and bike gear. Sprig Adventures playsets are for kids age 3 and up.

Sprig's hardworking Eco-Trucks have new styling for 2010. The flip-open cabs on the **Front Loader** and **Dump Truck** now reveal "seats" the perfect size for all Sprig Adventures characters. Chunky wheels and rounded corners give these kid-powered, mechanical trucks a fun look. Eco-Trucks are recommended for ages 3 and up.

Sprig adds pink to its color palette with the introduction of The Princess collection, four playsets geared to girls age 3 and up. **The Picnic Buggy**, a pink and lavender 3-in-1 stroller, shopping cart and picnic basket, offers a variety of interactive play scenarios for girls on-the-go. The basket lifts out of the shopping cart, so baby doll or teddy can sit in the stroller. This multi-tasking toy includes utensils, cups and plates for imaginary picnic play. To enhance the Picnic Buggy, Sprig will offer a **Picnic Pack**, with an array of goodies for a special picnic. It includes sandwiches and a birthday cake with slices cut and unique treat compartments. Girls can create endless stories of enchantment with **The Princess Playhouse**, which comes complete with a variety of new Sprig characters, interchangeable hairdos, magical animals and a royal wardrobe. **The Fairytale Friends** playset can enhance the playhouse or stand alone with its Fairy Godmother, Wicked Witch and unicorn.

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This year, Sprig reaches out to tiny tots, starting at 6 months with its new **Eco-Shaker**. It's a Sprigwood rattle designed to enhance motor skills and put a smile on the face of tykes everywhere. Sprig's **Shake 'N Stack** improves on a traditional stacker by replacing the dangerous post in the center with interlocking shapes. Created for children 12 months and older, the colorful pieces are filled with Sprigwood pellets that make each a shaker as well as a toy for stacking. Multi-colored Sprig **Eco Blocks** will provide hours of fun for creative builders ages 12 months and up. The classic, eco-friendly building blocks are very lightweight and available in a clever selection of shapes so little architects can build towers, castles, archways and more.

All Sprig toys are packaged without twist ties in minimal recycled cardboard printed with water-based inks. The proprietary Sprigwood material is sourced within the United States and is dishwasher safe (top rack) for easy cleaning.

About Sprig Toys, Inc.

Founded in 2007, Sprig Toys, Inc. is an innovative and socially responsible toy company based in Fort Collins, Colo. Inspired by their collective desire to keep kids active and the planet healthy, the Sprig team is dedicated to incorporating creativity, smart design, quality manufacturing, earth-friendly materials, product satisfaction and responsible business practices into a superior line of fun, kid-powered toys. For more information, please visit www.sprigtoys.com.

About WHAM-O®

WHAM-O, Inc., founded in 1948, has created some of the most innovative and imaginative toys for more than 60 years. Beginning with the WHAM-O® Slingshot, WHAM-O's toys, such as the Original Frisbee® Disc, Slip 'N Slide®, Hula Hoop® and Hacky Sack®, have captured the imagination of generations and have become legendary. WHAM-O designs and manufactures a core of more than 70 captivating products, which, along with its MOREY® and BZ® Bodyboards, CHURCHILL® Fins and Riva® Snowboards, are carried by virtually every toy, sporting goods and mass retailer in the world. For more information, please visit www.WHAM-O.com or call (510) 596-4270.

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