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## **SPRIG ADVENTURE SERIES PRODUCT FACT SHEET**

Founded in 2007, Sprig Toys, Inc. is an innovative and socially responsible toy company based in Fort Collins, Colo. Sprig is led by a group of toy industry veterans who believe that children have the power to “fuel” their toys as well as their imaginations while they play. The company’s first line of rugged, kid-powered and totally green adventure vehicles for preschoolers will roll onto specialty toy store shelves across the United States, Canada and the United Kingdom in fall 2008.

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. Sprig’s inaugural product line is geared for children ages 3 and older.

The following toys are part of the *Sprig Adventure Series*:

<u>Item</u>	<u>Suggested Retail Price</u>
<b>Discover Rig™</b> A sturdy, battery-free rig with a removable push-bar, seats 3 guides sold with Adventure Guide Cap Faraday (Secret Safari audio) with handle – 21” x 10.5” x 18.5” without handle – 11.5 “ x 10.5” x 9.75”	<b>\$59.99</b>
<b>Rally Racer car</b> A pump-action powered vehicle that’s ready for fast-action fun, seats 2 guides, sold with Adventure Guide Rudi Tootin (Arctic Race audio) 7.5” x 5.5” x 6”	<b>\$24.99</b>

## **Sprig Product Sheet/2**

<u>Item</u>	<u>Suggested Retail Price</u>
<b>Baja Scout dune buggy</b> A pump-action powered vehicle that takes kids to the desert and beyond, seats 2 guides, sold with Adventure Guide Miki Flinders (Outback Journey audio) 7.5" x 5.5" x 6.5"	<b>\$24.99</b>
<b>Adventure Guides</b> <b>-Violet Rio (Amazon Escape audio)</b> <b>-Edmund Peak (Himalayan Adventure audio)</b> Characters wear LED-lit hardhats and tell tales of adventure when plugged into Discover Rig 2" x 2" x 3"	<b>\$12.99 each</b>

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