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Sprig Toys Announces Stock Purchase Agreement with Brand Journey

FORT COLLINS, Colo.— Eco-innovator Sprig Toys announced today that it has entered into a stock purchase agreement with venture capital firm Brand Journey.

“We are very excited about our partnership with Brand Journey,” said Craig Storey, CEO of Sprig Toys. “In addition to the funding they will supply, their team has a wealth of consumer product marketing and research knowledge that will be a great resource to us.”

Sprig Toys will introduce its first product line in fall 2008. Made from Sprigwood™, a child-safe bio-composite material derived from recycled wood and reclaimed plastic, the Sprig Adventure Series harnesses the natural energy of push- and pump-action play to power lights and other electronics—all without batteries. *Adventure Guide* characters wearing LED-lit hats plug into durable, attractively designed vehicles and engage preschoolers with audio that guides them through exciting adventures as they play.

“Environmentally friendly toys that encourage children to engage in active play—what could be more appealing in today’s market?” said David Wolfe, general partner of Brand Journey. “We are delighted to support the phenomenal management team at Sprig in their pursuit to build a different kind of toy company.”

About Sprig Toys

Founded in 2007, Sprig Toys, Inc. is an innovative and socially responsible toy company based in Fort Collins, Colorado. 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 on Sprig Toys, please visit www.sprigtoys.com.

About Brand Journey

Brand Journey is a private equity fund focused on building the next generation of great consumer product businesses. Based in Colorado and Virginia with access to over \$1Bn in funding, we look for experienced management teams and businesses with strong growth potential. For more information about Brand Journey please contact davidw@brandjourney.net

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