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FOR IMMEDIATE RELEASE

October 1, 2008

Toy Industry Leader Patrick Feely Joins Sprig Toys Board of Directors

FORT COLLINS, Colo.— Eco-innovator [Sprig Toys, Inc.](#) announced today that Patrick Feely, 35-year toy industry veteran and former president and CEO of Radica Games Limited, has become a member of the Sprig Toys board of directors.

“Pat’s resume speaks for itself,” said Sprig Toys CEO Craig Storey. “It’s very exciting to have someone with his stature and track record of success in the toy industry on our board of directors. I have a great appreciation for his strategic vision and strong product sense.”

In addition to his experience as CEO of Radica, Feely has served as president of Tonka and Bandai America and chairman of the Board of Trustees of the Toy Industry Foundation. He joins David Wolfe and Peter Murane of venture capital firm Brand Journey on Sprig’s board.

"I've worked with the founders of Sprig Toys and feel they are among the most talented toy designers in the industry," said Feely. "When Craig introduced me to the Sprig Adventure Series at Toy Fair in New York earlier this year, I knew they were on to something. The creative, active play and eco-friendly aspects of the product line are very appealing. I look forward to helping Sprig shape its strategic direction going forward."

Sprig Toys’ first product line, the [Sprig Adventure Series](#), rolled onto specialty toy store shelves across North America in early September. Made from Sprigwood™, a child-safe bio-composite of recycled wood and reclaimed plastic, the sturdy vehicle 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.

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.

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