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FOR IMMEDIATE RELEASE

March 31, 2008

Sprig Toys Announces Stortz & Associates as Canadian Distributor

FORT COLLINS, Colo.— Eco-innovator Sprig Toys announced today that its new earth-friendly, battery-free line of electronic preschool toys, the *Sprig Adventure Series*, will be distributed in Canada by Stortz & Associates, Inc.

“We are excited about our relationship with Stortz,” said Steve Markey, head of sales for Sprig Toys. “They share our passion for the Sprig product line and understand our core values.”

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.

“As part of our green initiatives, we are actively sourcing toys with North American content,” said Linda Stortz, co-founder of Stortz & Associates. “We fell in love with the Sprig Adventure Series the moment we saw it, and are proud to have it be our first ‘Made in Canada’ line that features recycled materials.”

Sprig’s packaging for the Adventure Series will be bilingual—English and French—to support Stortz’s distribution of the line in the French-speaking areas of Canada. The toys will be available in stores in fall 2008.

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. All Sprig products are made in Canada. For more information, please visit www.sprigtoys.com.

About Stortz & Associates, Inc.

Stortz & Associates Inc. was founded by Linda and Gary Stortz in 2004 with the intention of being different in the Canadian toy and game market. Linda has over 18 years experience in toys and games, education and running a small business. Gary has over 30 years experience in distribution, sales and marketing. The company is continually improving its green initiatives, including reuse of cardboard shipping boxes and consolidated shipping. Stortz recognizes the need to balance business with our obligation to reduce, reuse, and recycle. For more information, please visit us online at www.Stortz.ca.

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