



FOR IMMEDIATE RELEASE

## WHAM-O<sup>®</sup> and Sprig<sup>™</sup> Merge, Launch WHAM-O<sup>®</sup> Jr.

*New WHAM-O Jr. Brand for Preschoolers to include Sprig Products*

EMERYVILLE, CA (February 9, 2010) – Toy and activity game manufacturer **WHAM-O, Inc.** has joined forces with Colorado-based **Sprig Toys, Inc.** to offer an innovative line of battery-free, kid-powered preschool products under the new WHAM-O<sup>®</sup> Jr. brand. The strategic partnership will enable Sprig's eco-friendly specialty line to be offered on a greater scale and will give WHAM-O access to Sprig's proprietary material **Sprigwood<sup>™</sup>** – a durable, child-safe, bio-composite made from reclaimed wood and recycled plastic.

In addition to Sprig's award-winning products such as the *Eco-Trucks Dump Truck* and the *Dino Adventure Rig*, the WHAM-O Jr. line will include WHAM-O's inflatables and outdoor play products.

"At WHAM-O, we are very excited to partner with Sprig," said Kyle Aguilar, CEO of WHAM-O. "Their unique material and valuable vision pave the way for many opportunities in the industry for WHAM-O and Sprig. We plan to implement the 'Sprigwood' material in many of our products."

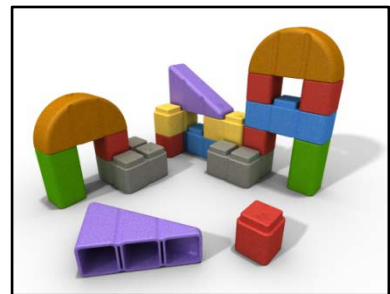
Sprig's co-founders, David Bowen, Chris Clemmer and Justin Discoe, commented: "We are thrilled to be a part of one of America's most beloved toy companies. With WHAM-O handling the sales, manufacturing and operations functions on a global level for the Sprig brand, we'll be able to focus our efforts on our mission to make toys the right way."

Sprig will be showcasing their 2010 product line at the American International Toy Fair in New York City, February 14-17, in Booth #5361 in the "Earth-Friendly" Product Zone. Highlights include new *Eco-Trucks*, a new *Eco Blocks<sup>™</sup>* line, as well as new product lines targeted to girls and toddlers – all created to inspire and engage children in active, imaginative play. Sprig is nominated for a TOTY (Toy of the Year) Award in the Specialty category and will find out if they won at the tenth annual Toy of the Year (TOTY) Awards dinner, which will be held on February 13.

To learn more about Sprig's products or to make an appointment for Toy Fair, please contact Tami Kelly at (925) 640-9997 or [tami@sprigtoys.com](mailto:tami@sprigtoys.com).



*The 2010 Eco-Trucks will feature a new design and lower price point (\$7.99 SRP). For Ages 3+*



*New Eco Blocks, with prices starting at \$4.99 SRP. For Ages 1+*

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### **About Sprig™**

Sprig Toys, Inc. is an eco-friendly toy company dedicated to infusing creativity, smart design, quality manufacturing, earth-friendly materials, product satisfaction and responsible business practices into a superior line of fun, kid-powered toys. Founded in 2007 by a trio of award-winning toy industry veterans with a collective desire to keep kids active and the planet healthy, Sprig has amassed multiple awards and honors for its innovative line of battery-free and paint-free toys made from Sprigwood™, a proprietary bio-composite of recycled wood and reclaimed plastic. Sprig's eco-friendly products are sold online and in specialty retailers in North America and Europe. For more information, please visit [www.sprigtoys.com](http://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](http://www.WHAM-O.com) or call (510) 596-4270.

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