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WHOLE FOOD MARKETS PICKS IMAGIPLAY™ TO JOIN STORE LINE-UP AND BRING FRESH IDEAS FOR GREEN TOYS THAT NEVER GO OUT OF SEASON

Whole Foods Partnership Offers Strategic Fit for ImagiPLAY and Broader Distribution Opportunities for Eco-Friendly Toys

Boulder, CO (July 1, 2008) – Thanks to a new partnership between Whole Food Markets and ImagiPLAY, going green has never been easier for today’s families. Now parents can shop for organically-grown groceries for their table and environmentally-conscious toys for their tots at the same time.

ImagiPLAY™, a leading manufacturer of eco-friendly, non-toxic educational toys, announced that 13 items from its award-winning toy line have been approved for sale at Whole Food Markets nationwide. Plus, Whole Food Markets in each region can select 20 to 40 additional items that are market-specific to promote to local customers.

ImagiPLAY’s naturally-made Toys With Integrity™ combine open-ended play with a love for the environment. This unique product positioning resulted in a surge of popularity in the past two years with parents and retailers alike. Ultimately, the toymaker caught the attention of “green giant” Whole Food Markets who partnered with ImagiPLAY to stock these innovative toys in neighborhood stores nationwide.

ImagiPLAY’s appeal not only stems from its environmental sensitivity, but also from its toys’ ability to inspire imagination, stimulate young minds and nurture a sense of discovery. The company produces a collection of uniquely designed juvenile products, including an extensive line of animal and environmentally-themed puzzles, playsets, adventure kits, bookends and coat hooks made from a variety of sustainable natural and recycled materials.

“The partnership between Whole Food Markets and ImagiPLAY is a perfect fit because both companies support philosophies that promote natural products and respect for the environment,” said Barbera Aimes, ImagiPLAY founder. “This is a tremendous opportunity for ImagiPLAY because we will generate brand awareness and increased product volume in strategic markets served by Whole Food Markets, while reaching a savvy clientele that has an affinity to green products like ours.”

Whole Food Markets is the world's leading natural and organic food supermarket, as well as America's first national certified organic grocer. It has 269 stores in the United States, Canada and the United Kingdom. It expects to open 25 to 30 new stores next year.

Exposure to the extensive national network of Whole Food Markets will open up new opportunities for ImagiPLAY to showcase its unique product offering. "Our process of producing toys is unique in the industry because we consider much more than profit, marketability and price," said Aimes. "We place our emphasis on product safety, impact on the planet and its inhabitants, as well as making our toys educational and fun for children everywhere."

Here's a sampling of ImagiPLAY products shoppers at Whole Food Markets will enjoy adding to their grocery cart this year:



*** Veggie Cutting Set** - Helping in the kitchen is a blast, and this vegetable set helps children develop motor skills and coordination while encouraging them to learn about healthy food in a fun role play environment. Segmented and secured with Velcro, for cutting over and over again, segments can be combined to create entirely new vegetables! This 18pc activity toy is a favorite of toddler chefs. Made from all-natural, earth friendly rubberwood. For ages 2 and up. Measures 3.5" x 2.5" x 3.5" Tray

measures 8.5" x 2.5" x 6.75." Suggested retail: \$23.99.



ImagiPLAY's new "ImagiTODDLER" Line has been selected with imaginative fun as the most important part. Of course, the line wouldn't be ImagiPLAY if it wasn't also safe for children and the planet.

*** Push Alongs** – Mr. Pushalong duck and his Pushalong Pals, Mr. Cat, Mr. Dog, Mr. Fox and even a Hybrid Car are all made of sustainable rubberwood. They are hand-painted using lead-free, non-toxic paints. Each style measures 5" X 4" x 1." Suggested retail: \$14.99.



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Early Bird



Rattle and Elephant Rattle - These whimsical all-natural rattles are pleasant to touch and makes a gentle rattle sound. Beautifully handcrafted from managed forest Beechwood, sanded baby smooth and finished with



beeswax. Best for babies who, at about 5 months, begin to explore the object-mouth relationship. Ages 5 months and up. Measures 4.75" x 2.75" x .75." Each rattle is sold separately. Suggested retail \$11.99

* **Backyard Buddy Blocks** – This wonderful product conjures up six different wild animals found close to home with these four colorful busy blocks. A great back seat puzzle. The all-natural rubberwood blocks store in a wooden tray and provide hours of



endless play possibilities as toddlers use them to stack and build as well as solve the puzzles. Sized for little hands, the 1 ¼" blocks are earth friendly and a delight to hold. Recommended for ages 2 and up. Suggested retail \$11.99

* **African Safari and Zoom to the Moon Playsets** -

Kids will explore the most fascinating region on our planet from the comfort of their own rolling puzzle jeep. The African Safari playset comes complete with 7 hand-painted animals, baobob tree, 3 figures and rolling puzzle jeep. The Zoom to the Moon playset features a portable rocketship set is perfect for take-along space adventures. It also includes 2 astronauts, 3 aliens, 2-headed alien dog and space pod. Soft tote rocket ship has zippered closure. Perfect for ages 3 and up. Each set sold separately. Suggested retail: \$27.99



* **Natural Dream Christmas Tree Puzzle and Natural Dream Santa Puzzle** – Just in time for the holidays these all-natural rubberwood puzzles are perfect for stocking



suffers or to go under the tree. Toddlers will love the smooth rounded edges and easy-to-assemble images. They're sure to help spread some holiday joy this season. Each set sold separately. Suggested retail \$15.99



* **Colorific Earth Number Snail Puzzle** - Learning to count is a breeze with this colorful number snail puzzle that stands up to brighten any room. Hand-crafted & hand painted with child-safe paints. Made from plantation-grown rubberwood, an environmentally-friendly hardwood. Ages 3 and up. Puzzle measures 6" x 5" x 1." Suggested retail \$14.99

* **Puff the Alphabet Dragon**

This 26pc hand-crafted, hand-painted Letter Dragon puzzle stands up to brighten any room. Handcrafted using plantation-grown rubberwood, an environmentally-friendly hardwood. Hand-painted using child-safe paints. Ages 3 and up. Puzzle measures 18" x 5" x 1." Suggested retail \$36.99



* **PuzzlePlay Rainforest Puzzle/Playset**

A playset and puzzle in one! Kids will engage in hours of imaginative play with the creatures of the Rainforest, then challenge the other side of their brain piecing the puzzle together. Made from rubberwood, an earth friendly hardwood, this versatile 18pc



plaything is sure to delight while sparking the curiosity about these wondrous animals. Ages 3 and up. Puzzle measures 7.75" x 7.75" x .75." Suggested retail \$19.99

ImagiPLAY's beautifully-crafted wooden products help children strengthen their hand-eye coordination, while learning to recognize wildlife indicative of the rainforest, the Arctic Circle or anywhere in between. The products have proven instrumental in teaching spatial relationships, stacking, sorting and sequential thought. Researchers agree that these basic skills lay the foundation for cognitive learning which is essential for development of more sophisticated skills later in life.

They company's commitment to make sustainable and environmentally friendly children's products was recently recognized and rewarded by the Seal of Approval of the

National Green Pages[™], a directory listing nearly 3,000 businesses that have made firm commitments to sustainable, socially just principles, including the support of sweatshop-free labor, organic farms, fair trade and cruelty-free products.

ImagiPLAY's "Toys with Integrity" have been recognized for outstanding quality, design and abilities to inspire imagination by the media, children's advocacy groups and parents' organizations. The company has received awards from Parenting Magazine, Creative Child Magazine, Dr. Toy, Parents' Choice Foundation and many other well-respected groups.

ImagiPLAY is committed to creating open-ended educational toys for preschool-age children to help imaginations, stimulate young minds and nurture a sense of discovery. It is equally committed to producing high-quality toys using only materials and processes that show respect for our planet and all of the people and creatures upon it.

To get more information about ImagiPLAY or its award-winning toys, call 800.822.0217 or visit their website at www.ImagiPLAY.com.

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