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FREEPLAY ENERGY RECOGNIZED AS A BRAND WITH A CONSCIENCE

GREENSBORO, N.C. – As world leader in energy efficiency, Freeplay Energy was this month internationally recognized as a 'Brand with a Conscience'. As one of the nine diverse organizations singled out for 'contribution to the betterment of the society by sustainable, socially responsible and humanistic behavior', the company received this accolade at the fourth annual award ceremony hosted by global branding and business think tank, the Medinge Group.

At a time when the ethical performance of international firms is very much in the media spotlight, Rory Stear, Executive Chairman of Freeplay Energy said, "It's truly an honor to be selected for such an award alongside other strong market brand name contenders and this recognition serves as a great endorsement of Freeplay's efforts in both a commercial and humanitarian capacity. This award demonstrates the status that can be achieved by product innovators and category pioneers in a world of global corporate giants, and highlights the absolute need to focus on sustainability as a core objective."

"Freeplay Energy was an early nominee for this year's Brands with a Conscience Award," said Jack Yan, a director of the Medinge Group. "In addition to the company's humanitarian aims, Freeplay Energy products are setting the new standards in the sustainable products industry for useful alternatives and portable energy solutions, bringing life-improving and dependable technology to people all around the world. These qualities appealed to the Brands with a Conscience committee at Medinge."

The application of the company's technology has had a significant role in promoting education and access to life-changing information to isolated communities in the developing world. To date, over 100,000 Lifeline radios (powered by Freeplay technology) are being used in humanitarian projects in over 20 countries. In July 2006, the company also announced a separate agreement to supply UNICEF with Lifeline radios and provide electoral education in Madagascar.

This accolade for Freeplay comes in the same month as the Indigo LED lantern was showcased at CES 2007, following its achievement as a product honoree under the Innovations Design and Engineering category, where trend data is emerging that indicates consumers are largely unaware of alternative electronics options and likely to consider them if given the opportunity.

Other companies recognized for Brand With a Conscience Awards include: Adnams, Ecover, Fetzter Vineyards, Freeplay, IKEA, Red, Virgin Group/Virgin Fuels and Whole Foods. Award ceremonies were held in Paris on January 25, 2007.

About the Medinge Group

Founded in 2002, the Medinge Group first published a brand manifesto of eight statements encapsulating a vision of healthy brands for the future. In 2003, the group authored a collection of essays entitled *Beyond Branding*, which explored the ways in which brands could add value within alternative business and social models. In 2004, the group established the annual Brands with a Conscience list to recognize organizations who epitomize humanistic behaviour; in 2006, Medinge added a special category of recognition named in honour of its late colleague Colin Morley, which acknowledges excellence by an NGO, in keeping with Colin's humanistic vision. The Medinge Group maintains an online, automated speakers' and experts' bureau accessible through its website www.medinge.org

About Freeplay Energy:

Established in 1994 and driven by its core purpose of making energy available to everybody all of the time, Freeplay Energy Plc seeks to maintain its leadership in creating and developing the international market for dependable energy products. Its commitment to this objective is demonstrated by the establishment of its product range and the formation of strategic alliances with partners that bring compatible technology and market leadership to developed and developing countries worldwide.

Freeplay began trading on AIM in March 2005 under the ticker symbol 'FRE' and currently has a market capitalisation of approximately £15.9 million.

In July 2006, Freeplay Energy announced the completion of its takeover of the Barrett Marketing Company and its wholly owned parts and wholesale distribution subsidiary, Dixie Sales.

For more information, please visit the company's website www.freeplayenergy.com