



**Freeplay Energy Recognized By CNN International Principal Voices
For Decades of Leadership In Social Responsibility**

***“BUSINESS MUST TAKE RESPONSIBILITY FOR ENERGY SOLUTIONS,”
SAYS FREEPLAY FOUNDER, RORY STEAR***

GREENSBORO, NC, JUNE 2007 – Freeplay Energy Group, the leading global brand of clean, dependable energy products, and its founder, Rory Stear, were selected as one of three social entrepreneurs to be featured on Principal Voices, a *CNN International* documentary project produced in association with *Time* and *Fortune* magazines and Shell Oil Company. The program airs worldwide throughout the summer on *CNN* with contributing articles published in both *Time* and *Fortune*.

At a time when world focus is turning to the environment and global warming, Stear believes that innovating dependable energy systems that are eco-friendly, simple to operate and affordable to billions of energy impoverished people is the only way forward.

Speaking at the prestigious 2007 Principal Voices debut in Johannesburg, Stear called upon attending businesses to accept the obligation to create affordable energy alternatives for developing countries, stating that unless energy access - along with food, health and education - are factored into development, global efforts to provide aid for disenfranchised people in underdeveloped parts of the world will fail.

“While those in the Western World are beginning to focus on saving energy and rightly so, many parts of the developing world still have no access to electricity or clean water,” said Stear. “The challenge is immense but so are the market opportunities.”

Stear said he is confident that it is possible for businesses to be socially responsible and profitable. “When I co-founded Freeplay Energy as a renewable energy business, it was to be both the best in the world and the best for the world,” he added.

“Through developing and selling first-class self-powered energy products such as the Freeplay Radio, we are able to establish and support the efforts not-for-profit entities, including The Freeplay Foundation, and their work with governments to provide sustainable energy solutions,” Stear said.

MORE

Freeplay Energy Group has sold over 4 million products worldwide, of which 500,000 (half a million) radios have been distributed through aid initiatives by Freeplay Energy and The Freeplay Foundation. The company was recently recognized as a 'Brand with a Conscience' by the global branding and business think tank, the Medinge Group, for its contribution to the betterment of the society by sustainable, socially responsible and humanistic behavior.

For the past three years, Principal Voices has identified key international players who innovatively address major challenges facing the world. This year the issues of technology and innovation, alternative energy, and social entrepreneurs are being covered. In addition to Freeplay Energy and its founder, Rory Stear, two other 2007 Principal Voices were featured. They are Rick Aubry, executive director of Rubicon social enterprises, and Kailash Satyarthi, India's foremost leader in abolishing bonded labor and founder of the RugMark Foundation.

###

About Freeplay Energy – Notes to Editors

Freeplay Energy plc is the original and leading global brand of clean, dependable energy products. Freeplay Energy's clean, patented technology harnesses human, solar and rechargeable energy and converts it into electricity to power unique portable, consumer products replacing conventional disposable battery-powered systems that are environmentally toxic and expensive. The current product range includes radios, torches, lanterns, mobile phone chargers and standalone foot powered generators.

Freeplay Energy's "Lifeline" radio is distributed throughout the developing world by The Freeplay Foundation (www.freeplayfoundation.org) and other AID and Humanitarian organizations such as UNICEF and United Nations' agencies. Further information about Freeplay Energy plc and its products can be found at www.freeplayenergy.com.

For more media information on Freeplay Energy Group contact:
Angie Roberson, 336-544-2413 or contact via email at: aroberson@quixotegroup.com .