

BLUE ORANGE GAMES

Launches Campaign To Preserve Environment

Award Winning Game Company Wants to Protect the Planet.

San Francisco, CA (April 28, 2007)

Blue Orange proudly announces a new campaign to protect the environment.

Due to its quality, durability, warmth and appeal wood has always been the material of choice for Blue Orange games. We love and respect our natural environment and understand the need to work towards the preservation of our planet. Therefore we at **Blue Orange have committed to plant two trees for every tree used to create our games.**

This campaign began in the summer of 2006 in central China, where Blue Orange's manufacturers are located. Since we use an average of 35 games per tree, we have partnered with the Chinese Forest Office to replant trees on a yearly basis.

We expect to plant over 10,000 new trees this year. We use and replant variety of trees to pre-

serve the integrity of the natural environment, including Pine, Birch, and Beech.

Blue Orange is a pioneer in this endeavor; we hope we can be an example for the toy industry. Dr. Toy announced the first GREEN TOY COMPANY AWARD on Earth Day, April 22, 2007, recognizing Blue Orange as winner of the first Green Toy Award.

Opening communication on this vital campaign is an important step towards informing the public of how the choices they make as consumers can impact the sustainability of our entire planet.

The 2007 Cone Consumer Environmental Survey found consumer interest in the environment increased 32% compared to a year ago. 62% of consumers want businesses to communicate environmental efforts so consumers and employees can support those efforts.



Look for the "Tree Sticker" on the back of our games!



Recognized by Doctor Toy for the first "Green Toy Company Award"



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