



## StonePoint Launches New Division in the Hospitality Industry

**Vancouver, BC March 9, 2007**

StonePoint Global Brands Inc. ("StonePoint" or the "Company") (TSX.V:SPG) announced today the launch of an innovative new business division, Sterling & Oxford. This division designs, markets and deploys customized in-room shopping experiences for leading hospitality companies.

Sterling & Oxford combines applied research, world class branding and innovative product development to offer customized solutions that drive new revenues for the hotel while enhancing the property's brand equity. StonePoint will provide financial management and strategic support to Sterling & Oxford which will operate through a recently formed Nevada LLC that is a wholly owned subsidiary.

StonePoint CEO James Borkowski stated, "This project is a great compliment to our existing business and will build on our track record of successfully servicing some of the biggest companies in the world. Our branding, research, quality and sourcing programs will ensure that StonePoint's standards are maintained from concept to market for all of its clients. We anticipate that our first customer launch will be in the first quarter of 2007".

### **About StonePoint Global Brand Inc.**

The Company offers an integrated suite of value-added products and services that included: brand development and management, package design, product deployment, manufacturing innovations, logistics and applied quality assurance. StonePoint's products and technologies can be found in several Asian countries and new initiatives in North American and Asia are underway. StonePoint currently trades on the TSX Ventures Exchange under the symbol SPG.

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