



StonePoint’s New Division Launches Program with Major Las Vegas Hotel

Vancouver, BC April 10, 2007

Further to the Company’s press release on March 9th 2007, StonePoint Global Brands Inc. (“StonePoint” or the “Company”) (TSX.V:SPG) announced today that Sterling & Oxford (a wholly-owned subsidiary of StonePoint) has launched its Guest Room Shopping Experience at a premium resort in Las Vegas, Nevada. Under this initiative, Sterling & Oxford has worked closely with hotel management to develop a comprehensive portfolio of products customized to meet the needs of their valued guests. Twenty innovative products will be made available in more than 2,000 guest rooms and suites at the first hotel location. The product line includes an assortment of customized and branded electronic accessories, food items, souvenirs and health and wellness amenities.

Sterling & Oxford combines applied research, world class branding and innovative product development to offer customized solutions that drive new revenues for the hotelier while enhancing the property’s brand equity and loyalty. StonePoint CEO James Borkowski stated, “We are very excited to be launching this program in a city so well known for innovation and branding. We are confident that this program will help build loyalty for hotel brands while enhancing the guest experience.”

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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