



StonePoint Announces Private Placement

Vancouver, BC July 18, 2007 - StonePoint Global Brands Inc. ("StonePoint" or the "Company") (TSX.V:SPG) announces that it has reached an agreement to complete a brokered private placement of up to 10,000 unsecured convertible transferable debentures at a price of \$100.00 per debenture for gross proceeds of up to \$1,000,000. The debentures will mature 3 years from the closing date of the private placement and bear an interest rate of 10% per annum compounded monthly in arrears, with such interest payable monthly. The debentures will be convertible in common shares of the Company at the option of the debenture holder at any time prior to the maturity date and at a conversion price of \$1.40 per common share if converted in the first two years of the term of the debentures and a conversion price of \$1.60 per common share if converted in the third year of the term of the debenture. The debentures will be subject to a hold period which will expire four months after the closing date.

StonePoint also announces that it has reached an agreement to complete a brokered private placement of up to 5,000 unsecured non-convertible debentures at a price of \$100.00 per debenture for gross proceeds of up to \$500,000. The debentures will mature 3 years from the closing date of the private placement and bear an interest rate of 12% per annum compounded monthly in arrears, with such interest payable monthly. The debentures will be subject to a hold period which will expire four months after the closing date.

Wolverton Securities Ltd. (the "Agent") will act as agent in connection with the private placements. The Company will pay a commission to the Agent of 3% of the gross proceeds of the private placements and a corporate finance fee of \$12,000 plus GST.

The proceeds of the private placements will be used for new business development and inventory financing. Completion of the private placements is subject to approval of the TSX Venture Exchange.

About StonePoint

The Company offers an integrated suite of value-added products and services that include: 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 America and Asia are underway. StonePoint currently trades on the TSX Venture Exchange under the symbol SPG.



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Corporate Contact

Mr. James Borkowski

Phone (604) 681-8588

Fax (604) 681-8511

Email: jborkowski@stonepoint.net

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