


STONEPOINT


News Release

StonePoint Announces New Product Launch With Largest Customer

Vancouver, BC, April 16, 2008

StonePoint Global Brands Inc. ("StonePoint" or the "Company") (TSX.V:SPG) announces that it has received a purchase order from its largest Japanese customer, for a premium Canadian maple syrup product. Nihon Shokken will launch the product during the second quarter of 2008 and is targeting most of its 50,000 super stores, bakeries, food processors and chain restaurants. StonePoint CEO James Borkowski stated, "The commitment shown by Nihon Shokken has been incredible and this new business marks another important milestone in our relationship. We continue to work together to find new ways to increase sales and we look forward to more product introductions in the future."

Exports of Canadian maple syrup topped \$175 million in 2007 and StonePoint plans to also present the same line of products to potential customers in other Asian countries.

About StonePoint

StonePoint develops smart market solutions for global corporations. Through comprehensive quality control, best-of-class branding and innovative product development, StonePoint drives revenue and brand equity for its customers while creating value for its shareholders. Management is committed to delivering excellence at all levels of its enterprise while maintaining the highest of ethical standards.

About Nihon Shokken

Nihon Shokken is a vertically integrated food manufacturer and distributor based in Imabari, Ehime Japan. They have more than 3,000 employees located throughout Japan and internationally and generate annual sales \$700 million. StonePoint's Bottled Water Supply Agreement with Nihon Shokken runs through 2013.

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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.