



13 September 2007

Freeplay Energy plc
("Freeplay", "the Group" or "the Company")

Board Changes

Freeplay Energy plc, the original and leading global brand of clean, dependable energy products, announces changes to the Board.

Following the announcement on 2 August 2007 regarding the restructuring programme, the Group has further refined its approach to the two divisions, Freeplay Energy and Dixie Sales. Based on the complexities of the different business models, the key focus is to increase revenue in the Freeplay Energy division and improve profitability and margin on existing sales in Dixie Sales.

In order to drive this approach, David Floyd (age 44), currently Vice President Global Sales, has been appointed Managing Director of the Freeplay Energy division and will be joining the Board with immediate effect, and Harold Reiter, who was appointed to the Board as an Executive Director in August 2006, will become Chief Executive Officer of Dixie Sales. Mike Rounsavall remains as President of Dixie Sales, reporting directly to Harold Reiter.

David joined Freeplay in January 2006 from Motorola, where he spent 15 years in a number of senior management roles, most recently as Director of Wireless Enterprise Solutions Europe, Middle East and Africa. He has significant leadership experience following his positions at Motorola, and the Board believes he is the most appropriate person to be driving the Freeplay Energy division forward. Harold Reiter joined Freeplay as a non-executive director following the acquisition of Dixie Sales in July 2006, and was subsequently appointed an Executive Director. His considerable experience at Barrett Corporation places him in an ideal situation to lead Dixie Sales into the next stage of its development.

Peter Porteous, currently Chief Executive Officer, has resigned from the Board of Freeplay, with immediate effect. Peter will remain with Freeplay for a short while to enable a smooth handover. His position as Chief Executive Officer of the Freeplay Energy Group will not be replaced.

Rory Stear, Chairman of Freeplay, commented:

"As a consequence of the internal reviews, which lead to the restructuring programme, it was recognised that the business models of Freeplay Energy and Dixie Sales required different management styles and the Board believes that this new structure will give greater focus and leadership to the two divisions."

As announced on 31 August 2007, Freeplay will release Interim Results for the six months ended 30 June 2007 on Monday 17 September 2007.

- Ends -

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Additional Disclosures

In the previous five years, David Floyd has been a director of the following companies:

Current Directorships
None

Past Directorships
Director – EMEA Wireless Enterprise solutions, Motorola Inc
Director – EMEA Office of Leadership, Motorola Inc
Director – Accessories and Aftermarkets division, Motorola Inc

Save for the information disclosed above, there is no other information in relation to David Floyd required to be disclosed pursuant to AIM Rule 17.

Notes to Editors

Freeplay Energy plc is the original and leading global brand of clean, dependable energy products. Freeplay Energy's clean; patented technology harnesses human, solar and rechargeable energy and converts it into electricity to power unique portable, consumer products replacing conventional disposable battery-powered systems that are environmentally toxic and expensive. The current product range includes radios, torches, lanterns, mobile phone chargers and standalone foot powered generators. Freeplay Energy's 'Lifeline' radio is distributed throughout the developing world by The Freeplay Foundation (www.freeplayfoundation.org) and other AID and Humanitarian organisations such as Unicef and other United Nations' agencies. Further information about Freeplay Energy plc and its products can be found at www.freeplayenergy.com.

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