

The Orb Factory Announces Appointment Of Bill Bordegon New National Sales Manager

Bordegon, a Veteran Sales & Marketing Toy Executive

**FOR IMMEDIATE RELEASE
Halifax, Nova Scotia, Canada
June 23, 2010**

The Orb Factory Limited, a Canadian designer and manufacturer of innovative toys committed to offering products that are both educational and fun, has announced the appointment of Bill Bordegon to the post of National Sales Manager for the USA.

Bordegon, an accomplished sales and marketing executive and toy veteran will lead the Company's sales and marketing efforts, including developing strategies to further expand the Company's distribution across broad and diversified specialty distribution channels and help strengthen its marketing initiatives and product development.

"Bill is a well-respected and talented executive and we are extremely fortunate to now have him on our management team," said Steven Kay, President/Founder, The Orb Factory Limited. "The addition of Bill further demonstrates our commitment to develop our specialty toy, arts and crafts business in the important U.S. market. Additionally, his wealth of experience in all facets of marketing including building brands, product development, licensing and integrated merchandising and promotional programs will help us continue to grow our business throughout the world. Bill will be working closely with Melissa Milne and Damien Crocker, who have been representing the Company's products for the last several years in the U.S. market."

Bordegon's extensive experience spans general management, consumer brand management and sales direction for diversified retail channels in the U.S. and International markets. Most recently, Bordegon was National Sales Manager of Toymith where he was credited with helping the Company significantly grow its sales and distribution the last six years, and increasing the Company's presence and market share in the specialty toy market. Additionally, during the last three years Bordegon has been serving on the Board of Directors for the American Specialty Toy Retailing Association (ASTRA) as Secretary, Chairman and is now the current Past-Chairman. Bordegon was previously Vice President Sales & Marketing at Action Products, President/CEO with APBA Games International and Executive Vice President at Fleer/SkyBox Trading Cards, Games & Collectibles, formerly a division of Marvel Enterprises. Bordegon has held senior sales and marketing positions with leading consumer products companies including Gillette and Kayser-Roth.

"I am excited to be joining the creative and talented Orb Factory team, a company that is known around the world for its award-winning educational-focused products and its strong support of the specialty retailers. We will continue to aggressively grow our business in the specialty markets and further develop our brands and popular product lines," said Bill Bordegon.

ABOUT THE ORB FACTORY, LIMITED

The Orb Factory, since 1990, has been a leading specialty toy company offering a growing family of innovative and award-winning branded toys, arts and crafts emphasizing educational fun projects for children of all ages. Its popular brands include Sticky Mosaics®, Magnetic Mosaics®, Color Cubes®, and Stick 'n Style™ jewelry and craft supplies. Its products are sold in more than 40 countries around the world to specialty toy retailers, education market, craft and hobby, museums, zoos, aquariums, national parks, attractions, theme parks, gift stores and specialty catalogs.

For more information please contact:

Contact: Media Relations

Toll-free phone: 1-800-741-0089 Fax: 1-902-477-7273

E-mail: sales@orbfactory.com

www.orbfactory.com