

WINTERCREST RESOURCES LTD.

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Press Release

July 12, 2005 FOR IMMEDIATE RELEASE

Wintercrest wishes to announce the following:

The downloadable Plush StoryBear toy and the hardware StoryBox recently went through minor remodeling changes. The changes involved modifying the plush toy so that the StoryBox which goes in the back of the plush, is better held in place inside the plush. A previous inside pocket made of fabric was too loose to hold the StoryBox. A more durable material is now being used. Samples of the new Plush StoryBear are expected soon and will be used in a national promotional campaign to secure sales agreements from stores.



Wintercrest artist with the Plush StoryBear



Remodeled StoryBox that goes inside the Plush toy.

Two thousand units of the recordable Wishing Star product are being manufactured and packaged in Asia. These units will be sold in North America and some will be used in a promotional campaign to win stores in carrying the product. A slight delay was caused by the company having to add French to the Package.



The company is also working on a new product for use with soft drinks at fast food chains. This new product is low cost to produce and will be marketed to fast food chains across North America. The product is a mechanical toy that interacts with a typical paper or plastic soft drink cup usually served at fast food restaurants.

Wintercrest Resources Ltd. through its online service www.myStoryFriend.com is preparing to launch the world's first audio content-on-demand service for children, delivering unlimited songs, stories and educational content through the net directly into plush toys at home. A flat monthly membership fee allows the user to refresh their plush toys with new audio content as often as they wish. Each audio content is accompanied with a printable reading and coloring page for enhanced learning and play.

There are 29,768,633 common shares outstanding with a public float of 16,856,758 shares. For further information contact Mr. Alan Zaakir, President at (416) 504-6111.

Wintercrest Resources Ltd trades on the CNQ stock exchange under the symbol SMRT.

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