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[Jen@lifefactory.com](mailto:Jen@lifefactory.com)**FOR IMMEDIATE RELEASE****Lifefactory Inc. Announces Initial Round of Venture Financing**

Seed Round Led By Greenhouse Capital Partners LP Raises \$750,000

**Sausalito, Calif. (March xx, 2009)** – Lifefactory Inc. (formerly known as BabyLife), a design and manufacturing firm of green consumer products for babies and adults, today announced it has completed its \$750,000 initial equity round. The seed financing was led by Greenhouse Capital Partners LP, a seed and early stage venture capital firm specializing in cleantech investments and innovations. Prior financing was through friends and family. In connection with the transaction, Peter Henig, managing partner at Greenhouse Capital Partners LP, joined Lifefactory's Board of Directors.

The new funds will help Lifefactory to continue rapid growth and take advantage of the demand for innovative bisphenol A (BPA), phthalate, and polycarbonate free products, both amongst its strong customer base and with new customers. The capital will be used to expand Lifefactory's sales and marketing of its initial products – the Wee Go glass baby bottles with patent pending protective silicone sleeves and soon to be released Wee Go teether and further the development of Lifefactory's environmentally friendly consumer products for the juvenile products and health-conscious adult lifestyle industry.

“This investment represents an endorsement of Lifefactory's unique approach to healthier products. It confirms we are on target with our strategy of providing some of the most beautifully designed and environmentally sensitive infant products available on the market,” said Pam Marcus, president and co-founder of Lifefactory. “We are thrilled to have the support and experience of Greenhouse

Capital as we pursue a global expansion of sales and marketing for all of our existing baby-related and soon to be released adult focused storage products.”

Started in 2007 by entrepreneurs Pam Marcus and Daren Joy, Lifefactory fuses modern design and scientific research to make products that are developmentally appropriate, innovative, healthy, and earth-friendly.

“In an economy fraught with uncertainty and declining demand in so many sectors, it is exciting to find a company such as Lifefactory that continues to show rapid expansion both nationally and in the global marketplace. The simplicity of design of the company’s products, the clear advantages in terms of health, safety and durability, and the strength of the founding team’s vision for creating a green consumer products company for the future make us highly confident that Lifefactory can become a significant player in the consumer retail marketplace,” stated Peter Henig, managing partner of Greenhouse Capital. “We are excited to be an investment partner in the company’s growth and execution at this time.”

### **About LifeFactory**

Lifefactory is the leading innovator of environmentally friendly and health conscious juvenile products. Lifefactory products can be found in over 500 retail locations throughout the US, Canada, and Europe. Major retailers include Nordstrom, babyGap Home stores and online, and Amazon. Founded in 2007, Lifefactory is a privately held company based in Sausalito, California. Additional information about the company is available at [www.lifefactory.com](http://www.lifefactory.com).

### **About Greenhouse Capital Partners**

Greenhouse Capital Partners, a seed-stage venture capital firm dedicated to fostering innovation in cleantech and select other emerging technologies, provides strategic guidance as well as seed and Series A financing to companies at their earliest stages of creation. Founded in 2006, Greenhouse Capital is located in Sausalito, California. For more information, please visit [www.greenhousecapital.net](http://www.greenhousecapital.net)

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