

WINTERCREST RESOURCES LTD.

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Press Release

WINTERCREST ANNOUNCES PRIVATE PLACEMENT

August 6, 2004 FOR IMMEDIATE RELEASE

Wintercrest is undertaking to complete a private placement of up to 833,333 units at a price of \$0.06 per unit for aggregate proceeds of up to \$50,000. Each unit will consist of one common share. This private placement will be offered by the company under British Columbia and Alberta Purchaser Exemptions (Certificate of Family, Friends and Business Associate). The private placement will be offer only to residents of British Columbia and Alberta. The exemption allows the company to offer these securities to any person residing in British Columbia or Alberta who is either a Family member, Friend or Business Associate of a director, senior officer or control person of the issuer, or an affiliate of the issuer without a prospectus or offering memorandum.

Wintercrest plans to use the net proceeds of this financing as working capital to fund the ongoing activities of the company in preparation of launching the company's products.

These securities have not been and will not be registered under the *U.S. Securities Act of 1933*, as amended, or the securities laws of any state and may not be offered or sold in the United States unless an exemption from such registration is available. This press release shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of the securities in any state in which such offer, solicitation or sale would be unlawful.

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 28,935,300 common shares outstanding with a public float of 16,032,425 shares. For further information contact Mr. Alan Zaakir, President at (416) 504-6111.
NO SECURITIES REGULATORY AUTHORITY OR STOCK EXCHANGE HAS APPROVED OR DISAPPROVED OF THE INFORMATION CONTAINED IN THIS PRESS RELEASE.