



Lifactory Raises Series A Round

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Lifactory, a Sausalito, Calif.-based maker of BPA-free glass baby and adult beverage bottles, has raised \$1.65 million in Series A funding co-led by Greenhouse Capital Partners and Big Sky Partners.

PRESS RELEASE

Lifactory, a leading innovator of environmentally friendly and health conscious BPA-free glass baby and adult beverage bottles with patent pending silicone sleeves and silicone teethingers, announced today it has closed a \$1.65 million Series A funding round. The round was led by Greenhouse Capital Partners and Big Sky Partners. Lifactory also announced that Peter D. Henig of Greenhouse Capital Partners and **Katie Schwab of Big Sky Partners** have joined its board of directors.

Co-founded by pediatric physical therapist and feeding specialist Pam Marcus and award-winning integrative designer Daren Joy in 2005, Lifactory has created a line of easy-to-use, environmentally friendly, and design-forward glass bottles that are far safer and more functional than conventional plastic baby bottles and metal or plastic water bottles. Lifactory products are free of known toxins including Bisphenol-A (BPA), phthalates, Polyvinyl Chloride (PVC), and polycarbonates that studies have shown can compromise human health. All Lifactory product components and accessories are made from non-toxic materials including latex-free silicone and plastic caps and rings that are recyclable and FDA approved.

Studies suggesting that exposure to endocrine disruptors such as BPA can lead to breast cancer, impaired immune functions, heart disease, and attention deficit hyperactivity disorder among others have prompted retailers to pull plastic baby bottles from store shelves. From its initial line of award-winning BPA-free glass baby bottles and teethingers to its recently-introduced 22-ounce adult glass beverage bottle, Lifactory is perfectly positioned to capitalize on consumers' increased awareness of the dangers of plastic containers that have been found to leach chemicals.

“Lifactory has identified a tremendous market opportunity and has quickly created a powerful and eye-catching brand,” said Peter D. Henig. “We are impressed with their vision, market savvy and execution, not to mention the full line of products that resonate with environmental and health conscious consumers. As a result, we are excited to add the company to our portfolio.”

Lifactory's products have been featured in leading publications and broadcast outlets including O, The Oprah Magazine, Parents, Health, and The Early Show. As the

popularity of the bottles and teethers has grown, retailers nationwide and across Europe, Asia and the Middle East — including Whole Foods, Nordstrom, and BabyGap — have begun to sell Lifefactory's uniquely green products.

“Greenhouse Capital and Big Sky Partners offer tremendous knowledge and experience in building early stage companies, as well as significant expertise in alternative and green technologies. As financial partners, we couldn't ask for a better match,” said Marcus.

About Lifefactory:

Lifefactory was founded in 2005 by pediatric physical therapist and feeding specialist Pam Marcus and award-winning integrative designer, Daren Joy. Based in Sausalito, CA, Lifefactory is an innovative brand that creates well-designed, health conscious products to inspire an environmentally friendly and active lifestyle. Lifefactory fuses modern design and the latest scientific research to make products free of toxins including bisphenol-A (BPA), phthalates, and polyvinyl chloride (PVC). The company revolutionized the juvenile market in early 2007 with its eco-friendly BPA-free glass baby bottles with silicone sleeves (patent pending) and in 2009 with its Multi-Sensory Silicone Teether. Lifefactory continues to redefine the market with the 2010 introduction of their adult glass beverage bottle. Lifefactory is recognized as a Bay Area Green Business and is the recipient of Marin based Zero Breast Cancer's 2010 Francine Levien Activist Award. For more information, visit www.lifefactory.com

About Greenhouse Capital Partners:

Greenhouse Capital Partners is a seed and early-stage venture capital firm that targets opportunities in cleantech and select other emerging technologies. Founded in January 2006, Greenhouse Capital provides strategic guidance and seed and Series A financing to companies at their earliest stages of formation. Greenhouse Capital is located in Sausalito, California. For more information please visit www.greenhousecapital.net

About Big Sky Partners:

Big Sky Partners is an early stage venture capital firm that invests across a range of high tech startups and select emerging growth companies. The firm specializes in seed and Series A technology financing, applying a multi-sector investment strategy with a particular focus on the cleantech and alternative energy markets. For more information visit <http://www.bigskyvc.com>