

WINTERCREST RESOURCES LTD.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Wintercrest acquires MyStoryFriend.com

(Toronto January 30, 2004) Wintercrest Resources Ltd. wishes to announce that at the annual special meeting held January 23, 2004, the shareholders approved the acquisition of MyStoryFriend.com Inc. The board of directors proposes to begin conducting the newly acquired business with the view of maximizing shareholder value.

MyStoryFriend.com Inc. is a content on demand service for children, where parents can access the company's website and transfer children's songs, stories and educational content into smart plush toys at home. There is a monthly fee for the service.

Wintercrest also announces that (Alan) S. Zaakir, Lawrence Weingarten and Marilyn Medina were elected as directors at the meeting.

Wintercrest has 28,935,295 common shares outstanding.

For further information contact Mr. Alan Zaakir, President and CEO at (416) 504-6111.