



**We're in the business
of making children happy!**

For immediate release

6 November 2007

Bindeez Voluntary Recall

Moose Enterprise has voluntarily issued a product recall for all Bindeez products, following a small number of incidents where children have swallowed a number of Bindeez beads and required medical attention. These incidents did not result in any long term effects to the health of the children involved.

When used as intended and clearly instructed, the product is safe, however, if misused and swallowed it may have adverse results and cause the child to become ill.

Immediately following these incidents, Moose reviewed the composition of the ingredients used in the production of the beads and discovered *some* batches do not exactly match the laboratory tested and approved formula. This substitution was not at any time approved by Moose, nor was Moose made aware of any substitution by the supplier.

Moose Enterprise is currently conducting a thorough investigation to determine which Bindeez batches have been affected.

As a precaution, Moose has voluntarily recalled all of the Bindeez products.

Bindeez is a long term brand for Moose and has made this decision in the best interests of the brand and the children who love playing with it.

When reintroduced to the market, Moose as an added precaution will add Bitrex to the approved bead formulation; this is a foul tasting ingredient which will ensure children do not in future eat multiple beads. All replacement beads and new shipments will include this ingredient.

Moose is an extremely safety minded company and we do not accept any product that may jeopardize the safety of the children who play with our toys.

For all media enquiries, please contact Christie Nicholas, Marketing Manager.