



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

**Media release  
7 November 2007**

### **BINDEEZ PRODUCT RECALL – ADVISORY TO CONSUMERS**

Moose Enterprise has announced an immediate and voluntary product recall for its Bindeez Beads toy after being informed that some children who had swallowed the beads required medical attention.

As a precaution, Moose Enterprise has advised that parents and carers of children should immediately remove the product. The company has advised that if the product has been swallowed, parents should seek immediate medical attention, even if the child is not showing any adverse symptoms.

Moose Enterprise, CEO, Manny Stul, says that the safety of children is the company's first priority. In order to best protect the safety of children who have, or may, come into contact with the toy, the company has voluntarily recalled the product and is fully cooperating with health and consumer affairs organisations.

The company's products, which are manufactured by internationally approved toy manufacturers in China, are subject to world standard independent testing. Moose Enterprise has not experienced any safety concerns with its products since the company was purchased by its current management team six years ago.

The product was immediately withdrawn from sale yesterday and parents can receive a refund by freecalling 1800 303 895 or email [returns@moosetoys.com](mailto:returns@moosetoys.com).

Further information will be made available as soon as possible.

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