

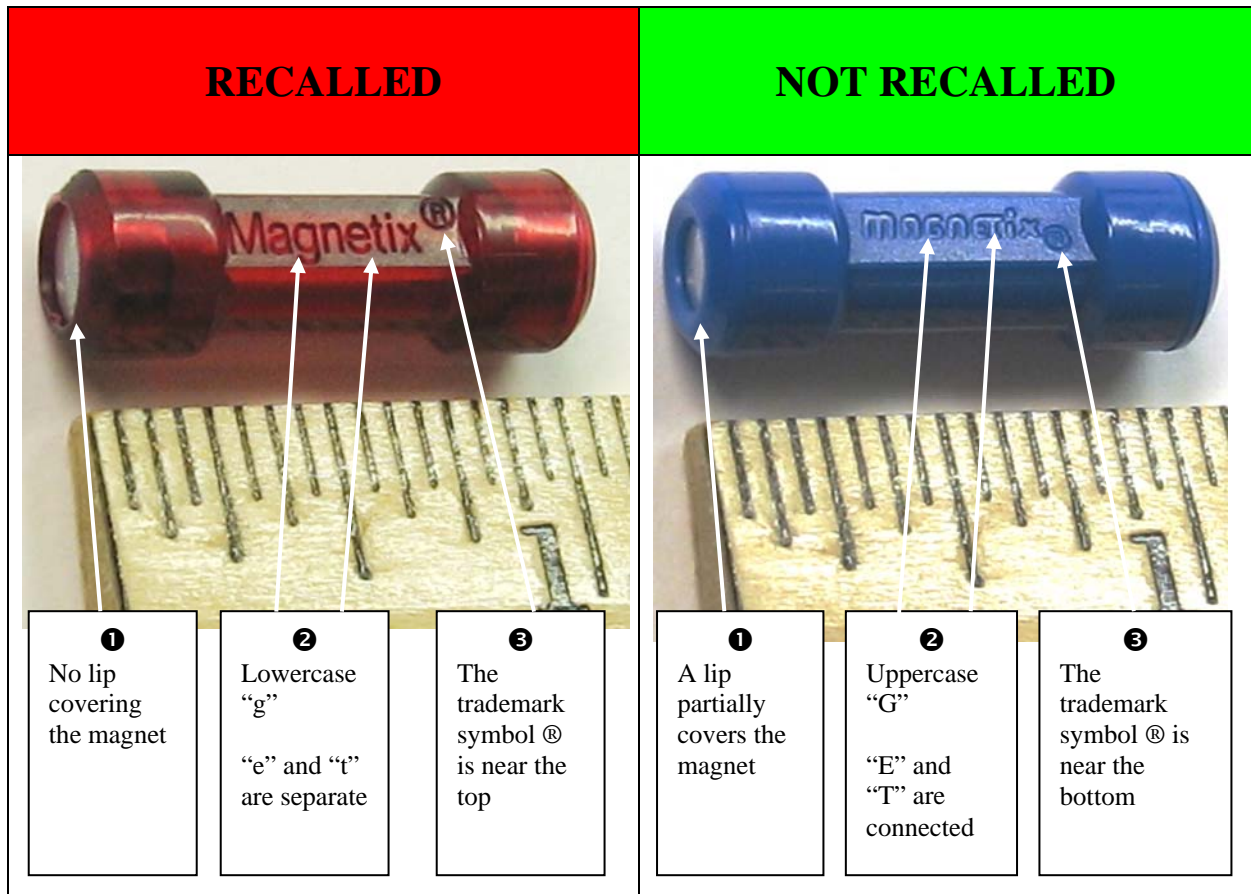
A Consumer's Guide to the Magnetix Building Set Recall

MEGA Brands Inc., of Montreal (Quebec) Canada and the staff of the U.S. Consumer Product Safety Commission have developed the following guide to assist consumers in identifying Magnetix building sets that have been recalled.

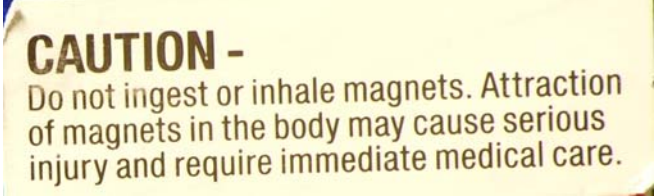
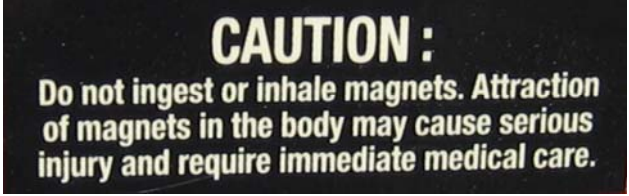
Please review the information below carefully and if you determine that you have a recalled Magnetix set, stop using it immediately. You can contact the company to receive a replacement toy that is much safer for your children to use.

Loose magnets can cause severe injuries or death, if swallowed. If more than one magnet is swallowed, they can attract to each other inside the intestines and cause perforations and/or blockage, which can be fatal if not treated immediately.

If you no longer have the box that your Magnetix set came in, look closely at the rods included in your set(s). Disregard the color of the rod – it is not an indicator as to recall status.



If you have the box that your set came in, look for a magnet “CAUTION” label (not to be confused with the small parts “WARNING” label, which is also on the box.)

RECALLED	NOT RECALLED
 <p>The “CAUTION“ label is <u>on a sticker</u></p> <p>-or-</p> <p>There is no CAUTION at all</p>	 <p>The “CAUTION” label is printed directly on the box (<u>not on a sticker</u>)</p>

Magnetix sets included in the recall should not be used. Consumers should contact MEGA Brands for a free replacement toy:

Call 1-800-779-7122

or

log on to www.megabrands.com

Even if you have newer Magnetix sets that are not subject to recall, be on guard against the possibility of magnets falling out.

- Children under six should not be playing with these sets.
- Make sure your children know about the hazard of swallowing magnets.
- Have them use a play area where any magnets that fall out can be found easily and swept up so that younger children do not swallow them.
- Loose magnets should be taken away from children immediately.

Report incidents of loose magnets to the CPSC Hotline at (800) 638-2772 or to the CPSC Web site at www.cpsc.gov.