

FOR IMMEDIATE RELEASE

FISHER-PRICE RECALLS SELECT LEARNING POTS & PANS™

Consumers can contact Fisher-Price directly to determine if their product is affected and to participate in the replacement program

Thursday, August 7, 2008 – Fisher-Price Inc, in cooperation with the United States Consumer Product Safety Commission (CPSC), is voluntarily recalling select Fisher-Price® Learning Pots & Pans™ worldwide. In Canada, this represents approximately 2,400 English Toys (Model # G6685).

The recalled Learning Pots & Pans™ is a set of stacking pots and pans with a lid and shape-sorting blocks. The product features lights and sounds and operates on 3 “AA” batteries. Missing screws in the blue pan can cause the clear plastic cover to come loose and release small balls, presenting a choking hazard to young children.

There are five reports of plastic covers detaching and releasing the small balls, one of which is in Canada. There are no reports of any injuries.

The affected Learning Pots & Pans™ were sold at retail stores across Canada between October 2007 and August 2008 for approximately \$25 CDN.

Consumers should immediately take these recalled toys away from children and examine the bottom of the blue pan. ***If all six screws are installed, no further action is necessary.*** If any screws are missing, the consumer should contact Fisher-Price to arrange for the return the product for a \$25 CDN voucher. For additional information or to request your product voucher please contact Fisher-Price at 1-(888) 521-0820 or visit the firm’s Web site at www.service.mattel.com.



About Fisher-Price Canada

Fisher-Price Canada, located in Mississauga, Ontario, is a division of Mattel Canada, Inc., a subsidiary of Mattel, Inc and an affiliate of Fisher-Price, Inc., the leading brand of infant and preschool toys in the world. Now celebrating 75 years of excellence in children's products, the Fisher-Price brand includes some of the most popular and widely recognized character brands – from Blue's Clues™, Dora the Explorer™ and Sesame Street® to Disney and Winnie the Pooh. Some of the Company's most popular "classic" toy lines include Little People®, Power Wheels®, View-Master® and Rescue Heroes ®. The Company also develops and markets an extensive line of babygear such as nursery monitors, bouncers and swings that help families get the best possible start in life. Fisher-Price is a wholly-owned subsidiary of Mattel, Inc. The Company's web site can be found at www.fisher-price.com.

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