



What should consumers do with old Magnetix® building sets?

Consumers should stop using the recalled magnetic sets immediately and contact MEGA Brands Europe for a comparable replacement product.

For additional information, consumers should contact MEGA Brands Europe at:

0808 23 444 82

or visit www.megabrands.com for more information about the Magnetix® building sets Replacement Program

Thank you for your cooperation.

MEGA Brands International



Recall of MAGNETIX® building sets announced May 18, 2007:

What sets are being recalled?

All Magnetix® building sets sold prior to July 2006 that do not have a preprinted magnet caution label, black in colour, with the following text (English only and English/Spanish/French versions shown):

CAUTION :
Do not ingest or inhale magnets. Attraction of magnets in the body may cause serious injury and require immediate medical care.

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PRECAUCIÓN:
No ingiera ni inhale los imanes. La atracción de imanes dentro del cuerpo podrá ocasionar lesión grave y necesita atención médica inmediata.
ATTENTION :
N'ingérez pas et n'inhalez pas les aimants. À l'intérieur du corps, l'attraction des aimants risque de provoquer de graves blessures et nécessite des soins médicaux immédiats.

Why we are recalling certain Magnetix® building sets?

The packaging for these sets does not bear a pre-printed magnet ingestion warning label. If a child ingests multiple magnets, or a magnet and a metallic object, such as the spheres included in the sets, that can lead to intestinal perforation or blockage, which can be fatal, and in any event is a condition requiring medical treatment.



The following photo illustrates the placement of the warning label on the packaging of new Magnetix® building sets, which are not subject to the recall:



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Here is an illustration of the packaging of old Magnetix® building sets, which are subject to the recall:



Note that **Magnetix** appears in a different font and design than the ones that are used for the new product.

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