



MATTEL TOYS (INDIA) PVT. LTD

## Mattel India expands earlier recall to include two toys

This is with regards to the voluntary recall announcement by Mattel, Inc.

**Details of the recall in India are as follows:**

Though a full list of affected products is published on the company's Website, the impact in India is restricted to specific parts of two Barbie® accessories only.

**No Barbie® dolls are included within the recall.**

Details of the affected parts are as follows:

- K8605 Deluxe Furniture Assortment
  - K8606: Table & Chairs Kitchen Playset - yellow food on two dinner plates, brown on miniature dog, yellow and orange on potato chip bowl, orange on salad bowl
  - K8607: Bathtub & Toilet Playset - brown on miniature cat
  - K8608: Living Room Playset - brown on miniature cat
  - K8609: Desk & Chair Bedroom Playset - brown on miniature dog
- K8510 Premium Playset Assortment
  - K8613: Living Room Playset - yellow flower on purse

"In all, around 7,500 pieces of these two toys sold since January 2007 would be affected by this announcement," said Mr. Sanjay Luthra, Managing Director, Mattel Toys (India) Pvt. Ltd.

The voluntary recall results from Mattel's thorough investigation of vendor-sourced toys. Mattel has also globally implemented a strengthened, three-point check system to test toys throughout the manufacturing process.

Parents looking for more India-centric details can log onto

[www.service.mattel.com/intl.asp](http://www.service.mattel.com/intl.asp). Those seeking to return the affected parts can:

- Email queries to: [service.india@mattel.com](mailto:service.india@mattel.com)
- Fax queries to: 91-22-66613900

with Subject: Product Recall.

### **About Mattel India:**

Mattel Toys (India) Private Limited is a subsidiary of Mattel, Inc., the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, Polly Pocket®, Radica® and Fisher-Price® brands, including a wide array of entertainment-inspired toy lines. Mattel is recognized as one of the 100 Most Trustworthy U.S. Companies by Forbes Magazine and is ranked among the 100 Best Corporate Citizens by CRO Magazine. Committed to ethical manufacturing practices, Mattel marks a 10-year milestone in 2007 for its ever-evolving Global Manufacturing Principles and focus on sustainable business practices. Mattel employs more than 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands today and tomorrow. In India, the company has a strong presence in the branded toys market and is committed to delivering superior quality and safe toy products with high play value.

### **For further media information contact:**

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