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of making children happy!**

**Media Release**

**19 December 2007**

**NSW lifts Bindeez Beads ban**

Moose Enterprise has today received approval from the NSW Office of Fair Trading to sell and distribute new and improved Bindeez Beads. The NSW Office of Fair Trading has banned the supply of any bead toys that contain 1,4 butendiol.

The beads return is conditioned on Moose implementing self-proposed new safety and testing procedures, which are above and beyond mandatory world toy safety standards.

Moose has full confidence in its ability to cause safe beads to be manufactured in accordance with the approved specifications and to ensure that the new beads will be continually matched to the approved bead formula.

Moose is hopeful that the new Bindeez Beads will return to shelves early 2008. The new beads will be renamed and easily distinguished from the recalled beads. This is to help parents easily identify the difference between the new and the old beads.

The return to market is also dependent on other Australian states and territories lifting their bans. Today's announcement relates to NSW only; other Australian States and Territories are yet to advise whether they will lift their bans on the beads and prohibit the offending ingredient only.

The NSW Office of Fair Trading lifted the ban after its panel of experts considered a detailed report from Moose. The Report details the cause of the 6 November Bindeez Beads recall, findings from subsequent investigations and steps taken to rectify the problem.

Moose CEO, Manny Stul, addressed the Office's panel of experts and expressed deep regret for the recall and explained in detail Moose's proposed new safety procedures.

"I sincerely apologise for the distress this recall has caused for the children, parents, carers and loyal customers that have been affected."

"We also regret the negative impact on the "Made in China" label due to the mistake made by the supplier, "Jssy Limited".

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“We have learnt a lot from this recall and prior to any new Bindeez Bead product entering Australia, Moose will be implementing new safety and testing procedures,” said Mr Stul.

These new procedures include:

1. Stricter controls and auditing of supply chain processes
2. Extensive testing on all batches of production
3. The addition of a bitter agent to stop children eating the beads.

In addition to this, and subject to regulatory approval, manufacturing of the new beads will be undertaken by a new facility in China. This shows our confidence in the ability of Chinese manufacturers to produce world class products.

Mr Stul said Moose Enterprise had been overwhelmed by the support of customers and retailers during this difficult period.

“I apologise for the fact Bindeez Beads will not be available this Christmas and I thank our customers for their patience while we put in place a new manufacturer and new testing and safety procedures. Moose’s primary focus will continue to be the safety and welfare of children,” said Mr Stul.

Moose Enterprise will continue to work closely with all relevant authorities in Australia, China and elsewhere.

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