

# BEADOS

Magically join with water!

 New Bead  
Formula

Moose makes a commitment to  
child safety with new and improved Beads

February 18, 2008

Corporate Media Release

Moose Enterprise will recommence bead production based on changes implemented to ensure consistent quality and safety of the beads. New and improved beads will be launched under the new brand called BEADOS.

The Beados brand has the exact same functionality as Bindeez; beads that join magically with water, with a new formula and advanced production measures implemented.

The objective of launching the product under a different name and identity is to completely differentiate the two brands. "Moose's primary focus will continue to be the safety and welfare of children," said Moose Enterprise CEO, Manny Stul. "By re-branding and re-educating consumers on the differences, we can ensure consumers can clearly tell the new product from the recalled product."

With the development of Beados, new procedures include:

- Brand new and improved bead formula
- This new formula has passed stringent International testing
- Branding and packaging changes, including a 'new bead formula' tick logo to easily recognize the new and improved products
- New factory appointed to manufacture beads
- Strict controls including independent auditing of manufacturing processes
- Extensive testing on all batches of beads in production
- For added safety a bitter-tasting agent has been included to the beads to discourage consumption

Parents, carers and consumers should look out for the 'New Bead Formula' Tick of approval also added to all Beados packaging to easily recognize new and improved products.

Beados is produced using advanced production procedures to complement the same impressive play pattern favoured by children around the world. A Beados Fact Sheet can be downloaded from the website [www.beadosbeads.com](http://www.beadosbeads.com).

An exciting Beados product range will be available in store by April 2008, with new product introduced at regular intervals from this time. The initial range will include Starter Pack, Night Light, Activity Pack, Super Studio, Themed Refill and Refill Glitter and Metallic.

For media enquiries, please contact Manny Stul, CEO Moose Enterprise.

