

Wednesday 21 July 2010

STATEMENT

Sanbrook Brands is dedicated to safety and the highest of standards across the Happy Baby product range. Our latex baby dummies are an Australian family favourite and have been for over 45 years. As the sole Australian manufacturer of dummies, Sanbrook Brands has always been active in the development of safety standards in relation to baby products in Australia and particularly involved in the initial development and recent review of the AS2432 Safety Standard for baby dummies. All Happy Baby products comply with the mandatory safety standards.

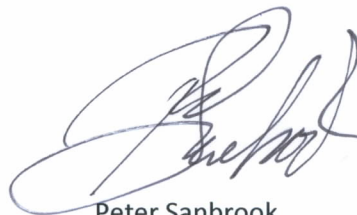
Following a call from a customer on Monday 19 July, we have requested that the product in question be returned urgently so that a full investigation can take place. Hundreds of thousands of Happy Baby dummies are sold each month and we believe this to be an isolated incident.

All of our products contain correct usage information so customers do not inadvertently compromise the quality of the product.

Sanbrook Brands will remain in contact with the customer, the retailer where the product was purchased, and the Office of Fair Trading. We are extremely concerned if we receive any kind of consumer complaint in relation to any of our products. The safety of our products is our highest priority.

A handwritten signature in black ink, appearing to read "T. Thompson".

Teresa Thompson
Managing Director

A handwritten signature in black ink, appearing to read "Peter Sanbrook".

Peter Sanbrook
Chairman

