

MEDIA STATEMENT

Friday August 27, 2010

Recall of Happy Baby Softfeel Latex dummies

Sanbrook Brands Pty Ltd is working with the Australian Competition and Consumer Commission (ACCC) to investigate incidents of teat separation involving Happy Baby Softfeel Latex dummies.

Pending the outcome of this investigation, Sanbrook has begun a voluntary, immediate recall of all Happy Baby Softfeel Latex dummies.

“The safety of our customers is Sanbrook's first priority. We are continuing to work with the ACCC and will undertake further testing and evaluation of affected dummies until all investigations are completed.”

“Sanbrook understands that the temporary unavailability of Happy Baby Softfeel Latex Cherry and Niteglo dummies may cause inconvenience to families and we apologise for that. However customer safety is our first priority.”

“Our dummies meet all applicable safety standards and have been tested by numerous independent laboratories to confirm this. Sanbrook's own internal evaluation of returned dummies has found no fault with those products.”

“However, in light of new information following an expert's observation provided by the ACCC to the company late on Friday August 20, Sanbrook is putting an urgent voluntary recall into place.” Sanbrook commenced withdrawing the dummies from trade in New Zealand on Tuesday.

“Sanbrook will advertise the recall in national and regional newspapers and has also provided information on its website which is www.sanbrook.com.au

“Parents and carers should immediately remove these dummies from children. They can return them to Buxton Bennetts for a refund or replacement. Details of the address for return (freepost) will be available on our website shortly.”

The freecall number for concerned customers is 0800 946 139. The email contact address is safety@sanbrook.com.au. Information will be posted on the website and updated on an ongoing basis.

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