

FOR IMMEDIATE RELEASE

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PLAY-WELL CONDUCTS VOLUNTARY RECALL OF POPULAR TOY, SETS UP 800 NUMBER FOR CUSTOMERS

Chicago, Ill. - The Play-Well Company has issued a voluntary recall of the popular children's toy Zoomers following reports of it malfunctioning.

Play-Well and the U.S. Consumer Product Safety Commission (CPSC) collected 800 reports of Zoomers, battery operated vehicles that children can ride, overheating and causing minor burns to a dozen kids and a total of \$250,000 in damage to properties.

According to Michael Hayes, Play-Well's vice president of consumer relations, consumers "should disable the cars immediately and not let their kids use the vehicles until any repairs have been made." Removing the batteries is important because the vehicles have been known to overheat both while being ridden as well as parked or stored.

The recall affects Zoomers products sold before November 1999. Play-Well has set up an 800 number to reduce consumers' confusion of which models are recalled. People can also log onto the Zoomers Web site for more information.

All models requiring two batteries as well as some one-battery models sold before November 1999 should be checked. Consumers should also check each vehicle for the name of the model, since about 100 various models are apart of the recall.

"Consumers should contact a service center to schedule repairs," Hayes said. "The service centers will install new electrical parts free of charge and do free safety checkups."

To have a Zoomer repaired or checked, call 800-ZOOMERS or visit www.zoomers.com for a list of local service centers.

The Play-Well Company was founded in 1940 and is a manufacturer of toys for toddlers and young children.

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