



For Immediate Release
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*******CONSUMER ALERT*****CONSUMER ALERT*******

**MILLIONS MORE MAGNETIC TOYS RECALLED; MADIGAN
URGES PARENTS TO CALL ATTORNEY GENERAL'S RECALL
HOTLINE**

Chicago - Attorney General Lisa Madigan today urged parents to call her office's product recall hotline at **1-888-414-7678** following the recent recall of an additional 2.4 million magnetic toys. With more than 22 million magnetic toys having been recalled since 2006, Madigan said parents need help identifying dangerous children's products that may still be in their homes.

"Keeping up on the latest recalls has become nearly a 24-7 job for parents. Our goal with our recall hotline is to provide a simple way for them to determine immediately whether they have any of these unsafe toys in their homes," Madigan said. "We will work with consumers over the phone so they can act quickly to protect children from the possibility of serious injury."

This latest round of recalls announced earlier this month included 1.1 million units of Magtastik and Magnetix Jr. Pre-school Magnetic Toys and 1.3 million units of MagnaMan Magnetic Toy Figures. The magnets, which were sold by Mega Brands America, Inc., can detach and potentially be swallowed by a child or cause a child to choke. If a child swallows more than one magnet, the magnets can attract each other and cause intestinal perforations or blockages, which can be fatal.

Last year, the federal Consumer Product Safety Commission (CPSC) and Mega Brands America announced a similar recall for Magnetix Magnetic Building Sets after at least one child's death, one aspiration and 27 incidents of intestinal injuries as a result of ingesting magnets. In all but one of the cases, the children required emergency surgical intervention. At least 1,500 incidents of magnets separating from the building pieces were reported.

In August 2007, Madigan urged the CPSC to ban the use of magnets in children's toys and again last week sent letters to the CPSC and Mega Brands urging them to take more aggressive action to alert parents about the recalled magnetic toys. Almost half of the magnetic toys recalled since 2006 were manufactured by Mega Brands.

As part of her efforts to protect consumers from unsafe products, Madigan also has produced a Safe Shopping Guide to help consumers identify recalled products in their homes and explain how to contact companies to repair or return affected products. Copies of the guide are available free of charge by

calling the hotline, visiting the Attorney General's Web site at www.illinoisattorneygeneral.gov or by visiting the Attorney General's main and regional offices.

Consumers can contact MEGA Brands America for replacements and further information at (800) 779-7122 between 8 a.m. and 6 p.m. ET Monday through Friday, or visit the firm's Web site at www.megabrands.com.

Consumers are also encouraged to sign up for e-mail alerts about the latest government recalls at www.recalls.gov.

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