

Play-Well Company

News Release

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FOR IMMEDIATE RELEASE

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Play-Well Company Voluntarily Recalls Popular Toy Vehicle Line Zoomers
Certain Zoomers models are recalled after reports of an overheating malfunction

TUSCALOOSA, Ala. – Toy manufacturer Play-Well Company has placed a voluntary recall on their popular toy vehicle line Zoomers after 800 instances of a battery overheating malfunction were reported to the U.S. Consumer Product Safety Commission.

Consumers are being asked to take batteries out of the vehicles immediately to avoid further damage. The recall is only for models made after November 2008. All two-battery models after that time are being recalled, but only some single-battery vehicles are affected. Consumers who own recalled Zoomers should take the vehicle to a local service center, where staff will install new electrical parts for the toy and do safety checkups for free.

The 800 reports of the malfunction included 100 fires reported, and 12 children that suffered minor burns on their hands, feet or legs. Some property damage was also reported, totaling \$250,000. Play-Well is working closely with the Consumer Product Safety Commission to ensure a quick and effective recall to minimize any more potential damage.

All model numbers that are being recalled and a list of local service centers can be found by going to www.zoomers.com, or by calling 1-800-ZOOMERS.

“The company will make every effort to help consumers identify if their model needs repairs,” said Michael Hayes, Vice President of Consumer Relations at Play-Well Company.

The Play-Well Company is one of the world’s leading toy manufacturers for toddlers and children. Since its founding in 1940, the Play-Well Company has established a reputation for making safe, quality toys and games for consumers. Their products range from crib toys for newborns to preschool games and educational toys for older children.

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