

## **ROSE ART INDUSTRIES EXPLAINS REPLACEMENT PROGRAM FOR MAGNETIX TOYS, OUTLINES COMMITMENT TO CHILD SAFETY**

**LIVINGSTON, NJ, March 30, 2006** - Today's report on the U.S. Consumer Product Safety Commission's (CPSC) announcement affirms our commitment to child safety by ensuring that our toys are used in a safe and proper manner.

This Replacement Program provides households with children under the age of six with the option to exchange Magnetix products for ones that are more suitable for young children. It does not involve products on retail shelves. There is no required action for retailers from the CPSC as part of this program.

### **Key Element of Program**

Parents with young children who are concerned should return the product to Rose Art rather than a retail store. The product will be replaced by Rose Art with a more age-appropriate toy at no charge.

Comprehensive details about this program can be obtained during normal business hours by calling 1-800-779-7122 or by visiting [www.roseart.com](http://www.roseart.com). Consumers should not return their Magnetix products to retailers, but should contact the company directly.

In addition, consumers are advised to:

- Keep ALL small magnet parts out of the hands of children who mouth objects, especially children under the age of three.
- Remind older children and adults to keep these parts out of reach of younger children.

Professor Kimberly Thompson, Director of the Kids Risk Project at the Harvard School of Public Health and an expert on children's risks, says that parents and caregivers hold the keys to children's health and safety. "Manufacturers provide warning labels on the boxes to help parents make informed choices when buying toys with and for children, but it is up to adults to use these warnings." Dr. Thompson reminds adults that "toys offer many fun and educational opportunities when used properly but they are never a substitute for adult supervision."

### **Our Pledge to Parents and Caregivers**

The company is committed to designing, manufacturing and selling products that meet the highest quality and safety standards. It also is committed to the ongoing education of parents and caregivers and we will continue to urge them to keep all toys containing small parts out of the reach of young children.

"We were deeply saddened to learn of reports of children being harmed by ingesting small parts," said Vic Bertrand, chief operating officer for Rose Art's parent company. "As the father of four children and as a member of the family that helped build this business, I am personally committed to safe and creative play experiences for children

who use our products. Magnetix products will remain on store shelves and we will continue to market the toys to families with appropriately aged children.”

The company will continue to work with the CPSC to ensure that its products are used safely.

**About Rose Art**

Rose Art produces high quality magnetic toy sets, arts and crafts activities, stationery, school supplies and writing instruments. It is headquartered in Livingston, New Jersey.

**For further information:**

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Source: Rose Art Industries