

PRESS RELEASE

Kidsmania Inc. Announces Recall of Flash Pop Candy

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FOR IMMEDIATE RELEASE – Santa Fe Springs, CA

6/23/2010

Kidsmania Inc. of Santa Fe Springs, CA is recalling all Flash Pop (Item# C455) candy it received from Doublewoods Macao Commercial Offshore Limited due to elevated levels of lead. Flash Pop is an imported candy from China.

Kidsmania Inc. learned on 6/23/2010 from the California Department of Public Health (CDPH), that Flash Pop candy contains high levels of lead that could cause health problems to consumers, particularly infants, small children, and pregnant women. Kidsmania Inc. immediately segregated its entire Flash Pop inventory and is notifying consumers and customers not to consume this candy.

Flash Pop is a hard-candy packaged in a 5” plastic cylinder that lights up when a button on the cylinder is pressed. It comes in three artificial flavors of strawberry, watermelon and blue raspberry.



Recent analysis of Flash Pop candy by CDPH found that the candy contained lead levels as high as 0.60 parts per million (ppm). California considers candies with lead levels in excess of 0.10 ppm adulterated. Therefore, sale of Flash Pop is prohibited in the State of California.

Kidsmania Inc. wants to ensure its products are safe. Consequently, in addition to its ongoing cooperation with the CDPH, Kidsmania Inc. is voluntarily recalling all Flash Pop from all of its customers. Consumers in possession of Flash Pop should not eat the candy and should return the candy to the place of purchase.

Pregnant women and parents of children who may have consumed any Flash Pop candy should consult with their physician or health care provider to determine whether further medical testing is required. For more information about lead poisoning, parents and caretakers should contact their local childhood lead poisoning prevention program or local public health department.

Kidsmania Inc. will be sending recall notices to all of its direct customers. Please call Foreman Lam at (562) 946-8822 for further information.