

Go Go Pets are safe!



Update:

London, Monday 7 December 2009

The Character Group plc ("Character" or "Group"), whose trading subsidiary Character Options Limited is the UK distributor of Go Go Pets (sold worldwide as Zhu Zhu Pets), today re-confirmed that, following further, independent testing overnight by SGS in Hong Kong, the toys in this popular range meet and fully comply with the extremely stringent safety and quality standards and regulations imposed by the European authorities (EN71).

The safety confirmation follows a report published last week by the Good Guide, an independent US based consumer group, in which one item in the range - the hamster Mr Squiggles - was inaccurately alleged to contain more than the permitted level of the chemical Antimony.

Yesterday (6.12.09), the Good Guide issued a further release explaining the testing methods adopted and equipment used in their tests. It is clear from this that the testing protocols used by Good Guide were not compliant with EU or US standards and that the equipment used (an XRF gun) is not a method of testing compliance that is accepted by the EU or US regulatory bodies. Accordingly, the Good Guide testing process was flawed, the results meaningless and the safety concerns expressed on the basis of these results, entirely groundless.

Russ Hornsby, CEO of the manufacturer, Cepia LLC, has confirmed to Character Group that Cepia has referred this incident to its US Attorneys and is considering proceedings against the Good Guide.

Richard King, Executive Chairman of Character, commented:

"Safety of children has always been the Company's top priority and we take all reasonable steps to ensure that all our products, both those we design and develop under our own brand and those we distribute on behalf of other manufacturers, are safe and fully compliant with all applicable standards."

"It is unfortunate that the media have picked up a misguided safety statement from a start-up consumer group in the US and have blown it up into front page news in the UK before taking steps to check the veracity of the statements. The disruption to the retail toy trade by the publication of unfounded claims and views at this important time of year is not fair to the UK Toy trade, which goes to great lengths to sell and promote only safe toys."

Jon Diver, Joint-MD of the Group added:

"Character Options is confident that all the toys in the Go Go Pets collection are completely safe. All our products, whether our own brand or those we distribute, are tested by independent accredited laboratories. In addition, during the manufacture and again before shipment, we conduct our own internal diligence programme through which the safety of all our products is ratified."

Character is a key member of the British Toy and Hobbies Association's toy safety technical managers committee, which actively participates on EU technical committees relating to safety and environmental legislation.

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Editors Notes:

- **SGS, Hong Kong**

www.hk.sgs.com

SGS is a leading international inspection, verification, testing and certification company, with an international reputation for the quality and integrity of its work. SGS employs over 56,000 people and operates a network of more than 1,000 offices and laboratories around the world.

- **Bureau Veritas Consumer Products Services**

www.bureauveritas.com

Bureau Veritas Consumer Products Services is a leading international agency that advises on standards and regulations relating to Quality, Health & Safety, Environment and Social Responsibility. Bureau Veritas' network of regional and local offices provides a comprehensive range of services, including inspection, testing, auditing, certification and related technical assistance, training and outsourcing.

- For more information about the testing Of Go Go pets and to review the test results by Bureau Veritas Consumer Products Services, go to www.ZhuZhuPets.com