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February 9, 2009

Dear Valued Consumer,

Small World Toys is continuing our long-standing commitment to provide products that meet or exceed federal safety standards. Since 1998, accredited third party labs have been used to test our products to ensure they meet both current federal mandated requirements as well as the once optional ASTM testing requirements, which become mandatory on February 10, 2009.

With all of the changing laws and requirements, one thing remains unchanged – our commitment to provide safe products for children. Our testing policy includes detailed testing protocols that require our products to be tested above and beyond federal requirements. This policy was developed with our most important customers in mind, children. Our product standards and testing policy are both stringent in terms of our manufacturing processes and progressive for our customers by exceeding the federal requirements. Our dedicated internal team of testing and compliance experts makes sure these standards are maintained and managed along with all of the related testing data. We require all of our products to pass ASTM F963-07 testing as well as 16 CFR testing for lead, flammability, small parts, mechanical hazards, as well as all state and federal requirements for children's products. We have been testing our products since 2004 to ensure the phthalate content does not exceed (.1%). **Simply stated, the products we manufacture and distribute are safe.** By being proactive, and having this testing policy in place, we can assure you that we have the utmost confidence in all of our products. We will continue to work hard and strive to be one of the industry leaders in safe products.

Thank you for your business and continued support.
If you have any questions or comments, please email us at productsafety@smallworldtoys.com.

Sincerely,

John Nelson
Chief Executive Officer
Small World Toys