

**For Immediate Release**

Matt Molen  
SimplyFun  
[press@simplyfun.com](mailto:press@simplyfun.com)  
425-289-0858

**SimplyFun Announces Recall of Game Components  
As Result of Product Retesting**

*BELLEVUE, Wash. (October 13, 2007)* – With the increased number of recent events regarding the recall of painted toy products imported from China containing higher than permissible levels of lead, SimplyFun, a manufacturer of original games and other family entertainment products, initiated a retesting of its painted products and accessories to ensure product safety.

As a result of the company's safety and quality assurance retesting, SimplyFun announced today a voluntary recall of five frog shaped wood painted playing pieces from the board game Ribbit™, due to levels of lead in surface paint that exceed the U.S. Consumer Product Safety Commission requirements. The recalled product affects up to 1500 Ribbit games sold in the United States from March 1, 2007 to October 10, 2007.

SimplyFun is asking consumers to immediately remove the frogs from the game and discontinue using them. Consumers will receive a set of five replacement frogs or may choose a full refund of the product.

"The quality and safety of our products is our number one priority", said Gail DeGiulio, Chief Funster of SimplyFun. "We are working to remedy this unfortunate situation promptly, with your child's safety, and continued trust in mind."

Notification of this recall has been sent to all SimplyFun independent consultants who sold this product, along with thorough instructions to provide to their customers. As a SimplyFun Consultant does not stock replacement items, consumers are advised to direct all recall-related questions to SimplyFun.

For additional information, call SimplyFun toll-free at 877-557-7767 ext 314, Monday through Friday between 9 a.m. and 5 p.m. PST, email [recalls@simplyfun.com](mailto:recalls@simplyfun.com) or visit <http://recall.simplyfun.com>.

**About SimplyFun**

Based in Bellevue, Wash., SimplyFun is a direct selling, home party company original, award winning, family games and other entertainment products that you can enjoy face-to-face with the people you care most about. The company's mission *is to promote the importance of play to create lifelong memories and enhance the quality of people's lives*. SimplyFun products are available exclusively through a SimplyFun Independent Consultant or online. SimplyFun is an active member of the Direct Selling Association. For more information on SimplyFun, its products or to learn how to start a SimplyFun business, visit [www.simplyfun.com](http://www.simplyfun.com) or call 1-877-557-7767.