

BATTAT INCORPORATED
1560 Military Turnpike
Plattsburgh, NY 12901

IMPORTANT SAFETY NOTICE

July 27, 2011

Dear Retailer:

In cooperation with the United States Consumer Product Safety Commission, (CPSC), Battat Incorporated is voluntarily recalling its B. FUN KEYS item number BX1000 UPC 062243 21962 and item number BX1001 UPC 062243 219649 and PARENTS® MAGAZINE ELECTRONIC KEYS PM91351J UPC 062243 136380. The remote of the B FUN KEYS is olive green or red and the top of the keys are multi-colored. The remote of the PARENTS ELECTRONIC KEYS is black, orange or other colors and the top of the keys is a solid color. Both items have sound buttons and metal tipped keys attached to a plastic ring. The factory number is located on the back of the remote.

CPSC and the Company have received 17 reports from consumers that the metal tip of the keys attached to the key ring broke and 14 reports that the plastic ring broke and the keys came loose. No injuries have been reported. This recall is being conducted to prevent the possibility of injury.

If you have any inventory of this item, please immediately stop sale and remove them from your shelves, fill out and return the attached form confirming your understanding of this recall and advising us of any inventory. We will then provide you with return and credit instructions.

We ask that you post the enclosed poster in each of your retail stores in a prominent location for 120 days.

This recall is being conducted in cooperation with the CPSC, which will be monitoring the results.

If there are any questions, please do not hesitate to contact the undersigned.

Thank you for your cooperation in this matter.

Very truly yours,
BATTAT INCORPORATED

By: Joseph Battat, President

BATTAT INCORPORATED
1560 Military Turnpike
Plattsburgh, NY 12901

B. FUN KEYS
PARENTS ELECTRONIC KEYS

We have received your recall notice.

- I
- We currently have _____ products in inventory.
 - We have no products in inventory.
 - We will be posting the recall notice in our store(s) for 120 days.

STORE MANAGER

Store: _____

Address: _____
