

**Statement by Russ Hornsby
CEO of Cepia LLC and manufacturer of Zhu Zhu Pets**

I am pleased that Good Guide has issued a clarification and acknowledged that their testing is “different from the testing methodology” used by the U.S. and the E.U., and has led to “confusion” about their research.

In fact, Good Guide used an inferior testing methodology – XRF technology – that has “not been determined to be a reliable test method” by the Consumer Product Safety Commission in August of 2009. By their own admission, Good Guide “did not test these toys using the new government standard for toy companies to determine the soluble level of contaminants.”

As we have continually stressed, all Zhu Zhu Pets toys are safe and compliant with all U.S. and European standards for consumer health and safety in toys. Every single product we have shipped has met and exceeded all consumer health or safety standards set by local, state or federal governments, by our own industry, and by our retail partners

Zhu Zhu Pets products are tested by our internal teams at the point of production, and reviewed by our independent third party testing agency Bureau Veritas to confirm quality and safety compliance. Additionally, retailers who purchase our products conduct extensive testing by their own independent labs to guarantee consumer health and safety standards across the U.S. and the E.U.

Despite these facts, the claims made by Good Guide have, unfortunately, caused great confusion with parents and regulators. I want to assure everyone who has purchased any Zhu Zhu Pets, or those planning to purchase one, that the toy is 100 percent safe.

Designing and manufacturing safe and fun toys for young children is a responsibility we take extremely seriously. The safety of our products has always been, and will continue to be, our paramount concern.