

Safety Alert Bulletin

3 August 2007

New Easy Bake Oven Recall Following Partial Finger Amputation; Consumers Urged to Return Toy Ovens

Release #07-245

Firm's Recall Hotline: (800) 601-8418; CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908; Easy-Bake Media Contact: (401) 727-5318

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed.

Name of Product: Easy-Bake Ovens

Units: About 1 million

Manufacturer: Easy-Bake, a division of Hasbro, Inc., of Pawtucket, R.I

Manufactured in: China

Hazard: Young children can insert their hands into the oven's front opening, and get their hands or fingers caught, posing entrapment and burn hazards.

Incidents/Injuries: Since the repair program announced in February, Easy-Bake has received 249 reports of children getting their hands or fingers caught in the oven's opening, including 77 reports of burns, 16 of which were reported as second and third-degree burns. Easy-Bake also received one report of a serious burn that required a partial finger amputation to a 5-year-old girl.

Description: The Easy-Bake Oven is a purple and pink plastic oven that resembles a kitchen range with four burners on top and a front-loading oven. "Easy Bake" is printed on the front of the oven. Model number 65805 and "Hasbro" are stamped into the plastic on the back of the oven. This recall includes all units with the retrofit kit. The Easy-Bake Oven is an electric toy and is not recommended for children under eight years of age. Ovens sold before May 2006 are not included in this recall.

Sold at: Toys "R" Us, Wal-Mart, Target, KB Toys and other retailers nationwide from May 2006 through July 2007 for about \$25.

Remedy: Caregivers should immediately take the recalled Easy-Bake Oven away from children, and call Easy-Bake for instructions on how to return the toy oven for a voucher towards the purchase of another Hasbro product.

Consumer Contact: For additional information, contact Easy-Bake at (800) 601-8418 anytime, or visit the firm's Web site at:

www.easybake.com

To see this recall on CPSC's web site, including pictures of the recalled products, please go to:

<http://www.cpsc.gov/cpsc/pub/prerel/prhtml07/07245.html>



New York State Department of State
Office of Fire Prevention and Control
41 State Street
Albany, NY 12231-0001

- phone: (518) 474-6746
- fax: (518) 474-3240
- fire@dos.state.ny.us
- <http://www.dos.state.ny.us/fire/firewww.html>