

Safety Alert Bulletin

October 12, 2007

J.C. Penney Recalls Shag Rugs Due to Fire Hazard

Release #08-025

Firm's Recall Hotline: (888) 333-6063

CPSC Recall Hotline: (800) 638-2772

CPSC Media Contact: (301) 504-7908

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: "Alyssa" Shag Rugs

Units: About 2,900

Importer: J.C. Penney, of Plano, Texas

Hazard: The rugs fail to meet federal standards for flammability and could ignite, posing a risk of fire and burn injuries to consumers.

Incidents/Injuries: None.

Description: This recall involves "Alyssa" shag rugs that were available in the following dimensions: 2' x 3' oval, 4' x 6' oval, 5' x 8' oval, 8' x 11' oval, 8' round, and a 2' x 6' rectangular runner. The rugs have a one-inch pile height and were available in four color patterns: red/natural/brown, chocolate/olive/natural, gold/rust/natural, and blue/rust/green/natural.

Sold through: The J.C. Penney catalog and Web site from June 2007 through August 2007 for between \$30 and \$300.

Manufactured in: India

Remedy: Consumers should stop using the recalled rugs immediately and return the rugs to any J.C. Penney store for a full refund.

Consumer Contact: For additional information, contact J.C. Penney toll-free at (888) 333-6063 anytime or visit the company's Web site at

www.jcp.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/prhtml08/08025.html>



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