

PRESS RELEASE

Homeland Housewares, LLC Warns About Potentially Hazardous Counterfeit Blenders

Los Angeles, California., USA – August 28, 2007 - Homeland Housewares, LLC and its manufacturer Sino Link International Trading Co, is notifying consumers that food preparing machines exported from China and manufactured by Ningbo Henge Electric Appliance Company, Ltd. are unauthorized counterfeits that have not been evaluated for safety by UL and bear counterfeit UL Marks for the United States and Canada. These counterfeit blenders may pose a risk of injury to the user. This notice does not apply to authorized Homeland Houseware's Products.

Legitimate Homeland Housewares Products: Homeland wants to be clear that this notice does not apply to legitimate and authorized Homeland Houseware's products. Homeland wishes to advise consumers that to insure that they are only purchasing legitimate authorized Homeland Houseware's products they need to purchase units only directly through Homeland, through its internet web site (www.buythebullet.com), or through its authorized retail distributor Emson and their retail customers.

Name of Product: Model HY-6068A-1

Units: Approximately Unknown

Manufacturer: Ningbo Henge Electric Appliance Company, Ltd., No. 31 Zhenxing Road, Daqi, Beilun, Ningbo, China.

Date of Manufacture: Unknown.

Hazard: The counter-top machines are intended for consumer use in preparing foods and beverages. The counterfeit goods have not been evaluated by either Homeland Housewares or UL for safety and may present electrical shock and fire hazards

Identification: On counterfeit product: The unauthorized units display a counterfeit UL Mark containing the following information:

Name: "Magic Bullet"
Model: HY-6068A-1
Voltage: AC 120V,350W.60Hz
Manufacture Date: XX/XX

UL and cUL Marks

On the counterfeit packaging: The packaging is marked with a counterfeit "Magic Bullet" and UL Marks and the following:

XXXXXXXXXXXX
Item No: HY-6068A-1

What you should do: Stop using the counterfeit product immediately, and return to the place of purchase.

Identification on Genuine Magic Bullet: Genuine Magic Bullet® food preparing machines are distributed by Homeland Housewares, LLC, and its authorized distributor EMSON, and bear the model number "MB-1001". This safety notice does not pertain to the genuine Magic Bullet®.

Consumer Contact: Genuine Magic Bullet® food preparing machines are manufactured for Homeland Housewares LLC by Sino Link International Trading Co., Ltd. 21/F, Lingqiao Plaza, 31 Yaohang Street, Ningbo, Zhejiang, China. (Phone: 00-86-574-87294111. email:chenmin@sinolink.cc.) Consumers can also contact Homeland Housewares at 1-866-446-6352

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