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**Subject:** CPSIA - Visions of our Future!

As we prepare for the post-CPSIA world, we have come to realize that our products may become obsolete because of a Congressionally-inspired need to keep children and classrooms ultra-safe. Obviously, times have changed, and our virtually spotless 25-year record of safety and concern for consumers is just not good enough anymore. The CPSIA rocked the market with its innovative new safety standard for children's products in 2008. Okay, it's arbitrary and unrelated

to risk of injury, but boy-oh-boy is it safe! Because of the CPSIA, products that were considered safe on February 9 suddenly became extremely dangerous on February 10 (now THAT'S an innovation!). While our "old" products (those dating back to, oh, four weeks ago) were simply colorful, content-rich and engaging, drawing children into a love of learning with hands-on experiences, we know now that no one would be crazy enough to hold counting blocks in their hands or directly experience the world these days.

What will teachers and parents expect from a responsible children's products company in the future? Inspired by the example set by Congress, we are certain that tomorrow's consumers will not want to take a chance of ANY possible injury, heck even a hypothetical or imaginary one. As some friendly consumer groups have taught us, there is no reason to take a chance because we're talking about safety. What a great lesson for us manufacturers! A truly modern design of cutting edge children's products will need to reflect this shift in favor of a "no risk" bubblewrap childhood. We, for one, contend that fun can still be part of the equation - just no touching.

So, drum roll please!, we are here today introducing our fabulous new Future World Collection of exciting educational materials for the post-CPSIA world. Our products will be lead-free and phthalates-free and in the case of most products, entirely play value-free. [**Ed. Note:** As required by Federal Law, the Constitution and certain Congressional staffers, I must remind you that lead is a well-established neurological toxin, and phthalates have been linked to developmental disorders. Please go wash your hands now.] Explore the world at arm's length with our new Hands-off Learning toys! Extra extra safe because that's how Congress wants it.

For sales or other inquiries, please feel free to contact us at [drearyworld@learningresources.com](mailto:drearyworld@learningresources.com).

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