

Make Believe Ideas Rainbow Road Recall FAQs

- What product is Make Believe Ideas (“MBI”) recalling?
 - o MBI is recalling seven book titles in the Rainbow Road Board Book series. Those books have the title and ISBN combinations listed below.

Book Title	ISBN
Animal Counting	9781803374802
Dinosaur’s First Words	9781803374932 and 9781803372211
Old MacDonald Had a Farm	9781803376790 and 9781803373355
Rainbow Road Book Box	9781803376288
There Was an Old Lady Who Swallowed a Fly	9781803372945 and 9781803371580
Things that Go!	9781803374826
Unicorn’s Colors	9781803374789 and 9781803376622
Where’s My Bottom?	9781803372723 and 9781803376738

- Why is Make Believe Ideas conducting this recall?
 - o MBI is conducting this recall out of an abundance of caution to keep your children safe by removing a potential hazard. In some instances, the plastic binding rings holding the books together can become detached. No injuries have been reported.
- How can I tell if my copy of the book is affected by the recall?
 - o The recall is limited only to the Titles and specific ISBN numbers listed in the below chart.

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- I have an issue with another MBI product, what do I do?
 - o Please contact our Customer Service team at enquiries@makebelieveideas.com or +44 (0)1442 874569 to report an issue.
- Is MBI recalling other products?
 - o No, we are not recalling any products other than the specific Rainbow Road Board Books listed by ISBN above.
- How do I participate in the recall?
 - o Visit us at www.recallrtr.com/rr to register for the recall and for instructions on how to participate.
- Can I get a cash refund in lieu of the virtual prepaid card?
 - o After registering for the recall at www.recallrtr.com/rr and affirming that you will dispose of your recalled book, you will receive a refund in the form of a virtual prepaid card. MBI is not offering a cash refund as part of this recall.
- How do I provide proof that I have one of the recalled books?
 - o All the instructions are on the registration website at www.recallrtr.com/rr
- What is the problem with the books?
 - o The plastic binding rings that hold the book together may become detached from the books.
- Why is that a problem?
 - o If they detach from the book, the binding rings are considered a potential choking hazard.
- Was there an incident where a child was injured?
 - o No. MBI has identified two reports in the US and one in Australia of the binding rings detaching but neither incident involved any injuries.
- The rings on my book are still attached, can I still use it as is?

- No. We encourage you to participate in the recall by visiting www.recallrtr.com/rr.
- I no longer have a receipt, can I still participate in the recall and receive a refund?
 - Yes, you can still participate by registering for the recall at www.recallrtr.com/rr and following the appropriate steps.
- I sold or gifted a Rainbow Road Board Book to someone else, should I notify them of the recall?
 - Yes. MBI encourages you to share information on the recall with whomever received the book from you.
- I received this book as a gift or bought it from a third party, can I still participate in the recall?
 - Yes. Regardless of how you got the book, you should register for the recall at www.recallrtr.com/rr.
- Will I receive a refund for the product?
 - The recall will include steps on confirming you have a recalled book and affirming that you will dispose of the book in the trash. Following confirmation and processing of your registration, you will receive a refund in the form of a virtual prepaid card.
- How long will it take to receive the virtual prepaid card?
 - Once your registration has been reviewed and confirmed, you can expect your virtual prepaid card to be sent to the email address provided within 10-15 business days.
- How are you working to keep your other products safe?
 - This situation is rare. At MBI, your child's safety is our highest concern. Our products are tested to exacting safety standards before being offered for sale.