

December 23, 2008

IMPORTANT PRODUCT RECALL INFORMATION

Dear Customer:

As you are aware Zebco has a long standing reputation of providing innovative, high quality products at cost effective prices. As part of maintaining Zebco's quality standards there is ongoing testing. Recent testing of the Zebco ZAVS reels (described below), marketed to youths ages 7-14, has determined certain parts bear lead-containing paint in excess of the Federal Standard as set forth in 16 C.F. R. Part 1303. Zebco has notified the Consumer Product Safety Commission ("CPSC") and is in the process of arranging a voluntary recall in cooperation with the CPSC.

The rod/reel combos, marketed towards youths ages 7-14, that bear lead-containing paint in excess of the Federal Standard as set forth in 16 C.F. R. Part 1303 are as follows:

ZAV1S54C, 06, NS3 UPC 032784583110 Orange Spinning Combo

ZAV1SP54C, 06, NS3 UPC 032784583110 Orange Spinning Combo



[Please note that there are seven models in the ZAVS Series; only the above listed products are affected by this recall and will be accepted for return.]

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The details of the recall will be announced shortly and will include notices to retailers as well as a press release from Zebco [www.zebco.com] and the Consumer Products Safety Commission [www.cpsc.gov].

In the meantime, we would like to have you remove all rod/reel combos affected by this recall notice from the sales floor and return your inventories of these rod/reel combos to us. Shipping instructions will be sent to you. Credit memos will be issued. We apologize for any inconvenience.

Zebco will address the matter of returns from consumers in its forthcoming public recall announcement. There have been no reports of injury. Zebco will get approval from the CPSC as to what is the appropriate remedy for resolving this matter with the end consumers. In the meantime, should you have customers with questions, they can call **(800) 588-9030** between 8:30 a.m. and 3:30 p.m., Central Standard Time, Monday through Friday.

Should you have any additional questions, please feel free to call us at **(800) 426-2235** between 8:30 a.m. and 3:30 p.m., Central Standard Time, Monday through Friday.

Thank you for your cooperation.



W. Jeff Pontius
President