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September 4, 2007

Subject: CEC Inquiry Re CPSC Recall

U.S. House of Representatives
Committee on Energy and Commerce
Washington, DC 20515-6115

Attention: Bobby L Rush, Chairman and Cliff Stearns, Ranking Member
Subcommittee on Commerce, Trade and Consumer Protection

Below please find GeoCentral's responses to the questions posed in your letter dated August 22, 2007.

1. Q: In addition to approximately 19,000 pieces of jewelry recalled by the CPSC in June, please provide detailed information on any other children's products imported by your company with lead paint or lead content that exceeds lawful safety standards.
   A: The recalled item was the only product ever ordered from this Chinese vendor. GeoCentral has initiated testing on all products which may have any safety issues. To our knowledge there are no other children's products in our line that exceed lawful lead safety standards.
2. Q: Please provide information detailing the level of lead in the recalled jewelry and any other products, if available.
   A: average 59.88 ppm per item; average 5500 milligrams extractable lead in acid solution
3. Q: Please provide the name and location of the company and facility in China that manufactured the Butterfly Necklaces.
   A: Satisfied Crane Decoration
   No.5603 Shop E Area FuTian Market.
   Yiwu City, Zhejiang Province. 322001
4. Q: Are there provisions in your agreements with the Chinese or other manufacturers banning the use of lead and lead paint or limiting its use to lawful safety standards in the manufacture of the products your company imports?
   A: Yes.
5. Q: What steps does your company take to test and inspect imported jewelry or other children's products before they are sent to retail outlets in the United States to ensure compliance with lead content safety standards?
   A: Vendors are required to provide compliance certification for children's items that include metal or painted components to insure products do not exceed lawful safety standards.
6. Q: How and when did your company discover the lead in the imported jewelry that led to the recall announcement by the CPSC on June 19, 2007? When did you first contact the CPSC about the Butterfly Necklaces?
   A: 3/1/07 CPSC (Joy Rizzitello) visited GeoCentral, requesting to review our product line.
   The officer thoroughly reviewed warning labels on GeoCentral products, and took some items to submit to CPSC for lead testing.

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5/29/07 Jason Hartman of CPSC called to inform GeoCentral there would need to be a recall on the Butterfly Necklaces. He said a fax would be forthcoming detailing the test results and how to proceed.

6/4/07 received fax letter from CPSC

7. Q: Please provide details of the recall action undertaken by your company, including steps to inform retailers and consumers of the recall because of the lead hazard posed by the Butterfly Necklaces. Did you provide information in a language other than English? Did you take any specific steps to provide information to your retail partners located in underserved communities?

A: The posting was in English only, as directed. We are not aware of any "underserved communities".

6/8/07 GeoCentral e-mailed sales reps to stop selling item and return samples

6/15/07 Official letter and posters (approved by CPSC) sent to the 346 GeoCentral customers who had been shipped this item

6/19 CPSC issued joint News Release and GeoCentral posted the recall notice on the company website.

7/31 CPSC (Joy Rizzitello) visited GeoCentral again on 7/31 to check on the recall efforts and appeared satisfied with efforts to contact customers, and reporting methods to track progress.

8. Q: Please provide details on the consumer response to the recall since the recall announcement, including how pieces of jewelry have been returned for a refund, and the number and nature of consumer inquiries that your company has received.

A: --6 consumers have contacted GeoCentral directly on the 800 line; 4 of which did not actually have our product, when described. 1 has returned directly to GeoCentral for credit and the last was e-mailed the recall poster upon request.

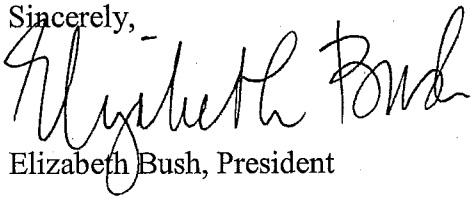
--In August, GeoCentral made a concerted effort to contact customers who had not responded to the initial mailing. 196 phone calls were made to customers educating them on recall protocol (all items are required to be returned to the vendor, and posters are to be displayed in store to encourage consumers to return items for credit). 61 posters were re-mailed to customers who had thrown initial copies away.

--9 consumer returns have been sent in by GeoCentral customers.

--As of 9/4/07, 2513 pcs have been returned by our customers, in addition to 4289 that GeoCentral had on hand, for a total of 6802.

Please let us know if we can be of further assistance.

Sincerely,



Elizabeth Bush, President