



August 21, 2007

Re: Educational Insights Safety Assurance

Dear Valued Customer:

In light of the recent publicity about toys made in China, we would like to assure you that all Educational Insights products are safe for use by children. The safety of children is our top priority in both the design and manufacturing of each product. Educational Insights products are subject to safety testing by independent laboratories to ensure they comply with applicable safety standards and laws, including those for lead and heavy metals. These product safety tests are conducted on an ongoing basis.

We are fully aware and appreciative of the trust you put in us when you purchase a Educational Insights product, and we hold that trust in the highest regard. Our promise to you is to provide quality, hands-on educational products that make learning exciting and safe for children of all ages and abilities.

Thank you for your trust and continued support.

Sincerely,

Etienne Veber
CEO
Educational Insights

Jim Whitney
President
Educational Insights