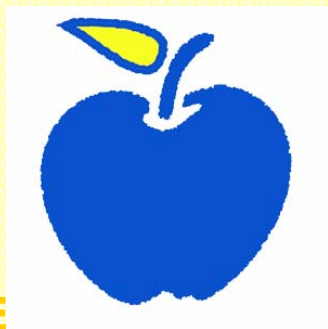


BLUE APPLE



**515 Valley Street
Maplewood, NJ 07040
973.763.8191**

December 15, 2004

FOR IMMEDIATE RELEASE
Please contact:
Duryan Clark
duryan@blueapplebooks.com
973-763-8191

ANIMAL PLAY: A Touch-and-Feel Cloth Book

Despite rigorous safety testing, Blue Apple Books has learned of a possible hazard related to the picture marked "Fish" on page one of ANIMAL PLAY (ISBN 1-929766-82-3).

Blue Apple Books asks that any individuals or retailers who have purchased this title either remove the shiny cellophane covering from the fish or return the book for a new copy.

For exchanges please call 800-722-6657.