



NEWS from CPSC



U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, DC 20207

FOR IMMEDIATE RELEASE
June 10, 2011
Release #11-243

Firm's Recall Hotline: (866) 791-4754
CPSC Recall Hotline: (800) 638-2772
CPSC Media Contact: (301) 504-7908

Excite USA Recalls Toy Helicopters Due to Laceration Hazard; Sold Exclusively at Rite Aid Stores

WASHINGTON, D.C. - The U.S. Consumer Product Safety Commission, in cooperation with the firm named below, today announced a voluntary recall of the following consumer product. Consumers should stop using recalled products immediately unless otherwise instructed. It is illegal to resell or attempt to resell a recalled consumer product.

Name of Product: Military Copters

Units: About 24,000

Manufacturer: Excite USA, of Carrollton, Texas

Hazard: The plastic blades of the helicopter can detach during operation, posing a laceration hazard.

Incidents/Injuries: Three incidents were reported, two to Excite and one to CPSC. Two of these included laceration injuries.

Description: The recalled toy Military Copters are operated by manual rotary starters and sold as a unit with two sizes, 7 and 11 inches in length, of tan and black helicopters. The product comes in a blister pack with "Military Copter with 2 Launchers" marked on the package and "Military Copter" marked on both sides of the manual starter. The model number, #9009935 and UPC 680108044474 number are printed on the back of the package near the bar code.

Sold at: Exclusively at Rite Aid Corporation stores nationwide from January 2011 through May 2011 for about \$7.

Manufactured in: China

Remedy: Consumers should immediately take the recalled helicopters away from children and return the product to any Rite Aid store for a full refund.

Consumer Contact: For additional information, contact Excite USA toll free at (866) 791-4754 between 9 a.m. and 5 p.m. CT Monday through Friday, or visit the firm's website at www.Excite-Limited.com



The U.S. Consumer Product Safety Commission (CPSC) is still interested in receiving incident or injury reports that are either directly related to this product recall or involve a different hazard with the same product. Please tell us about your experience with the product on www.saferproducts.gov

CPSC is charged with protecting the public from unreasonable risks of injury or death associated with the use of the thousands of consumer products under the agency's jurisdiction. Deaths, injuries, and property damage from consumer product incidents cost the nation more than \$900 billion annually. CPSC is committed to protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard. CPSC's work to ensure the safety of consumer products - such as toys, cribs, power tools, cigarette lighters, and household chemicals - contributed to a decline in the rate of deaths and injuries associated with consumer products over the past 30 years.

Under federal law, it is illegal to attempt to sell or resell this or any other recalled product.

To report a dangerous product or a product-related injury, go online to: www.saferproducts.gov, call CPSC's Hotline at (800) 638-2772 or teletypewriter at (800) 638-8270 for the hearing impaired. Consumers can obtain this news release and product safety information at www.cpsc.gov. To join a free e-mail subscription list, please go to <https://www.cpsc.gov/cpsclist.aspx>.

