

Yummy Yuckies

FOR IMMEDIATE RELEASE:

Date: Today

**ABC Company, Inc.
California, CA
1-800-123-4567**

ABC CO., ANNOUNCES NATIONAL RECALL OF Nature's Nest Brand, "Yummy YUCKIES" BECAUSE OF POSSIBLE HEALTH RISKS

ABC CO., of California, CA, is recalling 6 ounce containers of Nature's Nest Brand, "Yuckies" cereal because they may undeclared peanuts. People who have an allergy or severe sensitivity to peanuts run the risk of serious or life-threatening allergic reaction if they consume this product.

No illnesses have been reported to date in connection with this product.

Nature's Nest Brand Yuckies are sold in white boxes with the name "Yuckies" printed in black letters. The 6 oz. boxes have our trademark "Yuckies Yodeler" on the front panel, there is also a blue star with the words "Free toy inside" printed in yellow letters. The top of the boxes have the code "YUCK123" printed in black letters.

No other Nature's Nest Brand or Yuckies products are involved in the recall.

The product was distributed to retailers in CA, AZ, NV and OR, and may have been sold through the internet.

Consumers who are experiencing illness after consuming Yuckies should seek medical attention. Consumers that have purchased 6 oz. boxes of Yuckies are urged to return them to the place of purchase for refund or dispose of them. The ABC, Co. can be contacted at 1-800-123-4567.