

PEZ Candy Inc., USA
35 Prindle Hill Road
Orange, CT 06477-3616

Media Statement

Date: March 30, 2011; 11 a.m.

Media Contact: Elisha Dorsey, (860) 777-7777

Hello,

My name is Girard Mendelz. I am the President and CEO of PEZ Candy Inc., USA. There have been reports of injury occurring to children while using our “Mr. Rabbit” PEZ dispenser from our “Hoppin’ Good Fun” product line.

We at PEZ take full responsibility of the “Mr. Rabbit” product malfunctions and I want to personally apologize to all of the families, employees and business partners who were affected by our error.

****IMPORTANT NOTICE: The following “PEZ Crisis” scenario and media release(s) were written for a scholastic examination exercise in crisis communication only. The event is purely fictional. It did not actually take place, although some details regarding the company/business/organization may be factual.**