



FOR IMMEDIATE RELEASE

IKEA recalls BARNSLIG baby sleeping bag

IKEA want customers who have a BARNSLIG baby sleeping bag to bring it back to their local IKEA store for a full refund.



SINGAPORE, June 24, 2008 – IKEA has received two customer reports where the BARNSLIG zip bottom stop has detached from the zipper during use. This also makes it possible for the zip slider to detach. Both parts could present a choking hazard to small children. No injuries have been reported.

The sleeping bags are produced in Indonesia and have been sold since April 2008 on all markets except USA, Canada and the United Arab Emirates. Customers who have a BARNSLIG sleeping bag with date stamps 0745 to 0824 are asked to bring it back to the Exchange & Returns Counter in IKEA Alexandra (Level 1) or IKEA Tampines (Level 3) for a full refund. The date stamp (yyww) is to be found on a label sewn inside the sleeping bag.

The cause of the failure was poor quality of the zipper. IKEA have stopped the sales and production of BARNSLIG sleeping bags and we are now reviewing our routines to secure the quality of BARNSLIG.

Children's safety is always a top priority at IKEA. All products are subject to comprehensive risk analysis and assessment during the development process. As a guiding principle; wherever possible IKEA applies the strictest requirements on any of our sales markets. If an IKEA product does not live up to our demands we act immediately.

About IKEA

Home is the most important place in the world. A personal space and comforting spot where family and friends gather, where children learn and grow. A place where everyone is welcome to just hang out, everyday. IKEA is always working towards creating a better everyday life at home for the many people.

Since its 1943 founding in Sweden, IKEA has offered a wide range of well-designed home furnishings and functional living solutions at prices so low that the many people can afford them. To date, there are more than 250 IKEA stores in 34 countries, including 2 in Singapore.

For more information, please contact:

Karen Chua

Marketing Executive, Public Relations
IKEA Singapore
DID : +65 6379 1982
Cell : +65 8299 4345
Email : karen_chua@IKEAstore.com.sg

Lars Svensson

Country Marketing Manager
IKEA Singapore
DID : +65 6379 1970
Cell : +65 9385 7185
Email : lars_svensson@IKEAstore.com.sg