Voluntary Safety Recall

September 1, 2011

To Our Valued Customer:

On Thursday, September 1, 2011 Real Flame in cooperation with the Consumer Products Safety Commission participated in a recall of our pourable gel fuels.

Real Flame pour gel fuels have not been involved in a single incident or injury. However, on an industry-wide level, the CPSC determined that if used incorrectly, vapors may ignite inside the bottle, causing a flare up. Our records indicate that you purchased the pour gel fuel and at this time you need to stop using the product and contact 1-866-918-8766 to secure an approved return kit. You will be provided with a full refund of your purchase price.

The pourable gel fuel can ignite unexpectedly and splatter onto people and objects nearby when it is poured into a firepot that is still burning. CPSC is aware of 65 incidents resulting in two deaths.

Of the 65 incidents, 28 of them, including 37 burn injuries and two fatalities, occurred with pour gel fuel made by Napa Home & Garden, which conducted a recall of its products in June 2011, in cooperation with CPSC. Also in June, CPSC issued a press statement alerting consumers to the hazards of pourable gel fuels. All pourable gel fuel, regardless of manufacturer, poses flash fire hazards.

The products in question are:

- Real Flame Pour Gel in both a 32 oz bottle and 29.98 oz. bottle.
- Real Flame Citronella Pour Gel in a 29.98 oz. bottle

Real Flame apologizes for any inconvenience that this recall may cause you and appreciates your continued support and trust in our products.
Real Flame Recall UPDATE 1

September 16, 2011

Mailings and Posters

- As of today our recall management team has reported a 100% rate in regards to letters with recall posters mailed to all of our identified retailers – This includes, catalog, online and brick and mortar customers.
- If you do not have your mailing by now please contact the recall team @ 866-918-8766 to check on your status.
- For brick and mortar stores you must have this notice POSTED in your stores until December 31 2011.
- Internet customers should have the link to our recall site posted on your home page www.realflamerecall.com
- Catalog customers – you can no longer accept orders on these products.
- **ALL** – You can not sell the pour gel for any reason for now. It must be removed from web pages, store shelves and quarantined for now.

The Consumer

- Consumers are contacting the recall center as instructed and when doing so they are being given directions on all next steps to return the product and secure their refund.
- They will be mailed a refund check within two weeks after the time we check the products back into our center.
- We will handle the refund directly. You are not involved at all.
- With a receipt the consumer will be refunded the exact amount of their purchase. Without a receipt they will get $9.99 a bottle.

Pour Gel Product Fix Status

- We met in Washington with the CPSC to present our proposed fix for the cap on Thursday September 8. They were receptive to the fix proposal.
- We now must submit for testing through their labs.
- We expect to hear back from them the week of September 26 as to an approval or not.
- If we do get an approval we would expect to be able to ship converted bottles the middle part of October the week of 10-17-11.
- We will swap out bottled inventory bottle for bottle and pay the freight both ways to do so.
- IF the CPSC rejects our proposed fix we will move to have product returned for the appropriate credit at our cost. That notice would go out the week of September 26.

Alternate Products

- Our can gel fuel is not affected by the recall and many of our existing products work with the Jr can gel fuel or the standard 13 oz can. We have included a list of those items with this update. We are offering a 5% discount on canned gel fuel as we work though this process.
Closing Thoughts

For the past few weeks this has been an all consuming project for me. I have personally spoken to many of you over the phone, or in person at recent trade shows.

We are very proud of the fact that none of our pour gel fuels were involved in any of the accidents or incidents but we also understand why the CPSC elected to do what they did and we want to maintain our record of safety for years to come for everyone’s sake.

Still the unknown for us was always YOU our customer. How would you respond to all of this? Well it has been overwhelmingly positive and all of us here are deeply appreciative of that.

We will get through this and we will be stronger for it but it would have been more difficult without your continued support and patience.

Thank you and as always if you ever have any questions, concerns or otherwise please do not hesitate to contact me at anytime. Here in the office @ 262-886-9318 x136 or on my cell 262-721-7680.

Best Regards,

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