PRESS RELEASE

FOR IMMEDIATE RELEASE

(CITY), (DATE) – (Your Company Name) is warning consumers not to consume (State product name). The product is being recalled because (Identify why the product is being recalled).

The product(s) may cause (Tell the Consumer what might happen if they consume these products) if consumed.

The product(s) being recalled are:

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Brand</th>
<th>Size</th>
<th>Lot Number</th>
<th>Expiry Date, UPC</th>
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Consumers that have purchased these products should (Tell the Consumer what to do with the products they have in their possession).

Consumers who may have questions or concerns should contact (Your Company Name), by calling (Phone Number).

For Additional Information, media please contact:

(Company Contact Name)  
(Company Name)  
(City, State/Province, Country)  
(Daytime Phone)  
(After Hours Phone)