

--INTERVIEW OPPORTUNITY--

China Expert Rob Collins Comments on Mattel Recall

CHICAGO, IL—AUGUST 2, 2007—According to China expert Rob Collins, American consumers can brace themselves for more recalls. Said Collins today, "The lesson learned in the Mattel case is that even the best of American firms have trouble with quality control with so-called 'trusted' business partners in China. Even certified contract manufacturers can't deliver quality that is up to standard. I predict we're going to see a lot more of these situations until American manufacturers take charge of quality control by overseeing all phases of production and quality control on a 24/7 basis.

"Remember, there's still tainted toothpaste on the shelves in China made from a derivative of anti-freeze and there's no plan by the Chinese government to remove it from the shelves. If the Chinese people don't care about their own safety, how are you going to instill them to care about quality manufacturing processes for U.S. consumers? Even the Chinese government, for all of their public chastising, really does not have the capability to manage the product and food safety issues."

Collins' new book, "Doing Business in China for Dummies," will be on store shelves August 6, 2007. Collins is available for interviews.