



For Immediate Release

NEWS

Contact: Mr. Scott Mabry
Telephone: 919-459-5237
Cell Phone: 919-730-5873
Email: smabry@ei1.com

FREE SCREENING FOR LEAD CONTAMINATED TOYS

Morrisville, NC (November 9, 2007) - In recent weeks, news related to the alarming presence of **lead in children's toys** has been discussed in every media; television, radio, newspapers, blogs, etc. With the holiday season upon us, millions of toys have already been recalled. As a result of this potential threat, The EI Group, Inc. (EI) is pleased to announce a free **"Toy Screening for Lead"** event to be held at EI corporate headquarters in Morrisville, North Carolina on **December 15, 2007 from 9am to 2pm**.

Childhood lead poisoning is a major, preventable environmental health problem. Despite the current knowledge regarding the prevention of lead exposure, the persistence of lead poisoning continues to present a direct challenge to clinicians and public health authorities. Lead has no known physiological value and children are particularly susceptible to its toxic effects. Most poisoned children have no apparent symptoms, and consequently, many cases go undiagnosed and untreated. EI wants to help protect our children and community from these potentially hazardous child-accessible consumer goods.

The EI staff will screen each toy utilizing NITON X-Ray Fluorescence Spectrum Analyzers (XRF), which are considered state-of-the-art lead detection devices. The Consumer Product Safety Commission recognizes this method as a fast and effective screening tool without damaging the toy. The screening will be performed by EI's in-house personnel who are all experienced and licensed by the State of North Carolina as Lead Based Paint Inspector/Risk Assessors.

EI has arranged for a local laboratory that specializes in lead analysis to be present during the screening should parents desire to have more detailed testing performed. This service will be provided by the laboratory for a fee. Additionally, EI has partnered with locally managed **Growing Child Pediatrics, PA**, to provide free blood lead testing for children under the age of six during the event. Also, Growing Child offers service after hours with Kids Express Care, an urgent care designed specifically to care for children.

EI will have professional industrial hygiene and medical personnel available for consultation and questions during the lead screening event. Free brochures with information about the dangers of lead and lead-based paint will also be available. EI will test up to 5 individual toys per person during the screening event. Each test will take approximately 1 minute.

This event will take place rain or shine at the office of The EI Group, Inc. at 2101 Gateway Centre, Blvd., Morrisville, NC 27560. The office is located .5 miles south of I-40 on Aviation Parkway; second entrance on the right across from Lake Crabtree County Park.

* * * * *

For more information on this event, please contact Mr. Scott Mabry at 919-459-5237 or visit us on the web @ www.ei1.com.