

FOR IMMEDIATE RELEASE

Contact: Eliana Cugini
Sears Corporate Communications
416.662-2245
ecugini@sears.ca

Sears Canada Issues Recall on Little Moose Mountain First Foot Forward 8 in 1 Toy

Toronto, ON – March 13, 2008 – Sears Canada Inc. has been advised by Moose Mountain Toymakers, Ltd of a recall involving the Little Moose Mountain First Foot Forward 8 in 1 toy. The recalled product is considered to be a baby walker in one of the configurations and baby walkers have been prohibited in Canada, under the Hazardous Products Act, since 2004.

The Little Moose Mountain First Forward 8 in 1 toy was sold at Sears Canada retail stores as well as through the Sears Canada catalogue and online at www.sears.ca between May 2008 and March 2009 at a Sears regular price of \$59.99. The affected manufacturing number of the Little Moose Mountain First Foot Forward 8 in 1 toy is 9035MB. The corresponding Sears item number found on your receipt of sale includes, in order, these 5 digits: 20801.

Health Canada has not received any reports of injuries.

In the interest of consumer safety, Sears Canada urges customers who own an affected The Little Moose Mountain First Forward 8 in 1 toy to cease use immediately. Customers who purchased the item from Sears can return the toy intact to their nearest Sears retail store for a full refund if accompanied by a receipt of sale or Sears Card statement, or for the lowest selling price without a receipt.

Sears Canada will be posting signs in all of its department stores to advise customers of this safety recall. Sears Canada is bringing this matter to the public's attention in the interest of consumer safety and regrets any inconvenience that may be experienced by our customers.

Sears Canada is a multi-channel retailer with a network of 198 corporate stores, 190 dealer stores, 43 home improvement showrooms, over 1,850 catalogue merchandise pick-up locations, 106 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The Company also publishes Canada's most extensive general merchandise catalogue and offers shopping online at www.sears.ca.