



For Immediate Release

Contact: Michelle Lennard
Sears Corporate Communications
416.435.5711
mlennar@sears.ca

Sears Canada Issues Allergy Alert for "VSC Chocolats Brandy Beans Brandy Liqueur" Chocolates

Toronto, ON – December 24, 2010 - Sears Canada Inc. (TSX: SCC) has been made aware that chocolates sold under the brand name "VSC Chocolats Brand Beans Brandy Liqueur Chocolates " may contain milk which is not listed on the label as an ingredient.

The 200 g. chocolates were sold through Sears Canada retail stores between October 2010 and December 2010. The Sears regular selling price was \$3.99. The UPC code 0 13413 50301 3 and lot codes L7058 J8 and L7157 J8 can be found on the bottom of the chocolate box. The Sears item is 76402 and can be found on customers' sales receipts.

In the interest of consumer safety, Sears Canada urges those concerned with milk allergies to refrain from consuming the chocolates. They may return the product to their nearest Sears retail store for a full refund if accompanied by a sales receipt or Sears Card statement, or for the lowest selling price without a receipt. .

Sears Canada will be posting signs in all of its retail stores to advise customers of this allergy alert. Sears Canada is bringing this matter to the public's attention in the interest of consumer safety and apologizes for any inconvenience. For further detail please visit the CFIA (Canadian Food Inspection Agency) site: <http://www.inspection.gc.ca/english/corpaffr/recarapp/2010/20101222e.shtml>

Sears Canada is a multi-channel retailer with a network of 198 corporate stores, 187 dealer stores, 44 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.