

FOR IMMEDIATE RELEASE

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Sears Canada Advised of a Potential Safety Matter Relating to Certain child/Infant restraint systems (car seats)

Toronto, ON - February 14, 2011 - Sears Canada Inc. (TSX: SCC) has been advised by Dorel Distribution Canada of a potential safety matter relating to certain Cosco, Safety 1st, Eddie Bauer, and Maxi-Cosi branded child restraints. There is a potential for the harness adjustment strap to loosen during use. The safety risk is such that if the harness system loosens, the child/infant may not be fully protected in a motor vehicle collision.

To date, there have been no reported injuries associated with this in Canada.

Some of the affected restraints were sold at Sears Canada retail stores, online at www.sears.ca and through the Sears Canada catalogue. The car seats and travel systems were manufactured between May 01, 2008 and April 30, 2009. The Sears regular selling prices were \$149.99 - \$369.99. The affected model numbers and corresponding Sears item numbers are as follows:

Brand Name	Manufacturer #s	Corresponding Sears number
Maxi-Cosi Mico:	22371CPHT, 22371CLYP, 22371CPNG	27123, 27128, 27113
Safety 1 st Enspira	22453COGI, 22458CNYC	27506, 27208
Eddie Bauer 3-in-1	22C76SHL	27391
Safety 1 st Alpha Omega:	22471CPHO, 22551CBLA	27700, 27739
Cosco Alpha Omega Elite	22168CHTR, 22C51HMR	27716, 27381
Eddie Bauer Dlx 3-in-1	22715CMTT, 22754CHPN, 22756CFMT, 22758CFRK, 22768CSNW, 22790CCGT, 22C71BGL	27900, 27400, 27719, 27728, 27725, 27703, 27718
Safety 1 st Alpha Omega Elite	22411CBLL, 22456CTTN, 22465CBMT,	27717, 27708, 27729
Eddie Bauer Comfort	22868CSNW	27504
Eddie Bauer Endeavor Travel system/ Surefit Infant Car Seat	01190CFRK/ 22659CFRK, 01190CSNW/22659CSNW	66515, 66520

Note: A travel system includes a stroller, an infant car seat, and a car seat base. The stroller portion of these units is not affected.

The model number and date code can be found on a label on the back or the side of the child restraint (car seat). The corresponding Sears item number can be found on customers' sales receipt.

Sears customers should not return their travel system, but should visit the Dorel Juvenile group website at www.djgusa.com/ to obtain their free repair kit. Alternatively customers can call the toll-free Customer Relations number at 1866 446 2628 between 8:00 a.m. and 5:00 p.m. ET Monday through Thursday and, Friday between 8:00 a.m. and 4:30 p.m. ET.

Until the repair kit is received, Dorel Distribution Canada recommends the continued use of the product but to verify the tightness of the harness system every time the restraint system is used.

Sears Canada will be posting signs in all of its retail stores to advise customers of this safety matter. Sears Canada is bringing this matter to your attention in the interest of consumer safety and apologizes for any inconvenience this may cause you.

Sears Canada is a multi-channel retailer with a network of 197 corporate stores, 287 dealer stores, 33 home improvement showrooms, over 1,800 catalogue merchandise pick-up locations, 108 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.