

FOR IMMEDIATE RELEASE

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Sears Canada Advised of a Potential Safety Hazard Relating to certain "Evenflo Maestro™" Combination Booster Seats.

Toronto, ON - October 18, 2010 - Sears Canada Inc. has been advised by Evenflo Company, Inc of a potential safety hazard relating to certain Evenflo Maestro™ Combination Booster Seat. It has been discovered that in the event of a motor vehicle collision, a crack may form at the front of the seat adjacent to the harness adjuster. This may cause the child not to be properly restrained.

Some of the affected booster seats were sold through the Sears Canada catalogue and online at www.sears.ca between May 2010 and October 2010. The Sears regular selling price was \$129.99. The model number is 31011057C and can be found on the upper back side of the seat along with the manufacture date. The corresponding Sears item number is 27513 and can be found on the customer's receipt.

In the interest of consumer safety, Sears Canada urges customers with children weighing less than 40 pounds to immediately stop using the seat. Children who weigh more than 40 pounds can continue to use the seat as a belt-positioning booster until the reinforcement kit arrives.

Sears customers should not return their booster seat, but should contact Evenflo at (800) 265-0749 between 8 a.m. and 5 p.m. ET for a free reinforcement kit. Alternatively customers can visit the company's website at www.safety.evenflo.com.

Sears Canada will be posting signs in all of its retail stores to advise customers of this safety hazard. Sears Canada is bringing this matter to the public's attention in the interest of consumer safety and apologizes to its customers for any inconvenience.

Sears Canada is a multi-channel retailer with a network of 197 corporate stores, 241 hometown dealer stores, 31 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.