

## For Immediate Release

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### Sears Canada Advised of a Potential Safety Hazard Relating to Certain Fisher-Price Toys.

*Products included are: Trikes and Tough Trikes Toddler Tricycles, Little People Wheelies Stand 'n Play Rampway and Inflatable Balls sold with various Fisher-Price products*

Toronto, ON –September 30, 2010- Sears Canada Inc. has been advised by Fisher-Price® of a potential safety hazard relating to Trikes and Tough Trikes Toddler Tricycles, Little People Wheelies Stand 'n Play Rampway and inflatable balls sold with various Fisher-Price products .

#### Trikes and Tough Trikes Toddler Tricycles

It has been discovered that a child can strike, sit, or fall on the protruding ignition key, resulting in serious injury. The affected Trikes and Tough Trikes Toddler Tricycles were sold at Sears Canada retail stores, online at [www.sears.ca](http://www.sears.ca) and through the Sears Canada catalogue between January 1997 and September 2010. The affected model numbers are listed below and the corresponding Sears item numbers can be found on your sales receipt.

Model #	Sears Item #	Description	Selling Price
72633	20026	HOT WHEELS TRIKE	\$19.99
72639	20025	Barbie Free Spirit Trike	\$19.99
72792	20027	Kawasaki Trike	\$19.99
B8775	20310	Kawasaki Tough Trike	\$34.99
B8776	20311	Barbie Tough Trike	\$34.99
K6672	20250	DORA TOUGH TRIKE	\$39.99
K6673	20252	DIEGO TOUGH TRIKE	\$39.99
M5727	20248	T. TRIKE BARBIE PRINCESS	\$34.99

### Little People Wheelies Stand 'n Play Rampway

It has been discovered that the wheels on the purple and green cars can come off posing a choking hazard to young children. The affected Little People Wheelies Stand 'n Play Rampway were sold at Sears Canada retail stores, online at [www.sears.ca](http://www.sears.ca) and through the Sears Canada catalogue between April 2010 and September 2010. The affected model number is listed below and the corresponding Sears item number can be found on your sales receipt.

Model #	Sears Item #	Description	Selling Price
T4261	65048	LP Wheelies Stand 'n Play Ramp	49.99

### Inflatable balls sold with various Fisher-Price® products

It has been discovered that the valve on the inflatable ball can come off, posing a choking hazard to young children. The affected inflatable balls were sold with various Fisher-Price products at Sears Canada retail stores, online at [www.sears.ca](http://www.sears.ca) and through the Sears Canada catalogue between April 2003 and September 2010. The affected model numbers are listed below and the corresponding Sears item numbers can be found on your sales receipt.

Model #	Sears Item #	Description	Selling Price
B2408	64263	Crawl to Slide Arcade	79.99
C3068	64010	Kick & Crawl Aquarium	49.99
C3068	64297	Kick & Crawl Aquarium	49.99
H5704	65580	PLAY WALL	99.99

In the interest of consumer safety, Sears Canada urges customers to follow the procedures below:

**Trikes and Tough Trikes Toddler Tricycles** - immediately place the trikes out of children's reach and contact Fisher-Price® for instructions on receiving a free replacement key

**Little People Wheelies Stand 'n Play Rampway** - immediately take the affected toy cars away from children and contact Fisher-Price® for free replacement cars.

**Inflatable Balls sold with various Fisher-Price products** - immediately remove the inflatable ball from the affected product and keep away from children. Consumers may contact Fisher-Price for a free replacement kit.

Sears customers should not return their toys but should contact Fisher-Price at 1-800-432-5437 between 9AM and 6PM ET Monday through Friday to receive information on a free repair kit. Alternatively customers can visit the company's website at [www.service.mattel.com](http://www.service.mattel.com) .

Sears Canada will be posting signs in all of its retail stores to advise customers of this safety notice. 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 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](http://www.sears.ca).