

FOR IMMEDIATE RELEASE

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Sears Canada Advised of a Potential Safety Hazard Relating to Generation 2 Worldwide "ChildESIGNS" Drop-Side Cribs

Toronto, ON - February 25, 2010 - Sears Canada Inc. has been advised by one of its distributors, Elfe Juvenile Products, of a potential safety hazard relating to the "ChildESIGNS" drop-side cribs with plastic hardware, originally made by "Generation 2 Worldwide". It has been discovered that the cribs' drop-side plastic hardware can break or deform. In addition, the cribs' mattress support can also detach from the crib frame. When the drop-side or mattress support detaches, it can create a space between the side of the crib and the mattress posing a suffocating and falling hazard for infants and toddlers.

Some of the affected cribs were sold through the Sears Canada catalogue between June 2001 and April 2003. There were three Sears item numbers involved. Sears regular selling prices were \$299.99 - \$319.99. The name "Generation 2 Worldwide" appears on a label attached to the cribs' headboard or footboard. Some of the recalled cribs may also have the name "ChildESIGNS" on the teething rail. The corresponding Sears item number can be found on your sales receipt.

Sears Item	Description	Selling Price	MFG #
65085	Carrollton crib	\$319.99	597431
65578	Bellamy crib	\$299.99	592081
65732	Ravello Crib	\$299.99	592681

Neither Health Canada nor Elfe Juvenile Products have received reports of incidents or injuries relating to the use of this product.

In the interest of consumer safety, Sears Canada urges customers who own an affected crib to immediately stop using it and contact Elfe Juvenile Products at 1-800-667-8184 or visit the company's website at www.elfe.net.

Sears Canada will be posting signs in all of its department 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 for any inconvenience.

Sears Canada is a multi-channel retailer with a network of 196 corporate stores, 195 dealer stores, 38 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.



Ravello Crib



Bellamy crib



Carrollton crib