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Sears Canada Advises Customers of a Safety Recall Issued by Infantino on the SlingRider® Baby Sling

Toronto, ON – March 24, 2010 – Sears Canada Inc. has been advised by Infantino of a recall involving the Infantino SlingRider® baby sling. It has been discovered that the fabric of the sling and the adult's body can press against the infant's nose and mouth blocking breathing; this poses a risk of suffocation or asphyxiation.

One of the affected baby slings was sold through the Sears Canada catalogue between December, 2008 and December, 2009. The Sears regular selling price was \$49.99. The model number is 747-710 and can be found on the instruction/warning label inside the baby sling carrier. The corresponding Sears item number is 69241 and can be found on the customer's receipt.

Health Canada has not received any reports of incidents or injuries relating to the use of this product.

In the interest of consumer safety, Sears Canada urges customers to immediately stop using the baby sling. Sears customers should not return the baby sling, but should contact Infantino at 1-888-808-3111, Monday to Friday between 8:00 a.m. and 4:00 p.m. (Pacific Time) for a free replacement product. Alternatively customers can visit the company's website at www.infantino.com.

Sears Canada will be posting signs in all of its retail stores to advise customers of this safety recall. 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 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.