

For Immediate Release

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Sears Canada Issues Safety Recall for Joe Boxer Girls 2pc Camisole-Boxer Underwear Sets

Toronto, ON – August 04, 2010 - Sears Canada Inc. has been advised by Boys Will Be Boys Clothing Inc. of a safety recall involving Joe Boxer girls' 100 % cotton 2-piece Camisole-Boxer underwear sets. It has been discovered that the underwear sets do not meet flammability testing standards for sleepwear.

The Joe Boxer camisole underwear sets were sold in girls' sizes: small, medium and large at Sears Canada retail stores as well as through the Sears Canada catalogue and online at www.sears.ca between October 31, 2006 and August 3, 2010.

The Sears regular selling prices were \$19.99. The manufacturer number can be found on the tag attached to the underwear sets. The corresponding Sears item number can be found on the customers' sales receipt. The manufacturer and Sears item numbers are as follows:

Sears Item #	Description	Mfg. #
32027	Cami Boxer 2 pc Pink	J671147
32028	Cami Limestone 2 pc.	J671147
32029	Cami Smurf Blue 2 pc.	J671147
32193	Cami Boxer 2 pc	J691012
32192	Cami Boxer 2 pc	J691011

In the interest of consumer safety, Sears Canada urges customers who have the affected underwear sets to stop children from wearing them and return the sets to their nearest Sears department store for a full refund if accompanied by a receipt of sale or Sears Card statement, or for the lowest selling price without a receipt.

Sears Canada has received no reports of incidents or injuries to date.

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 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, 219 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.