

FOR IMMEDIATE RELEASE

Contact: Michelle Lennard
Sears Canada Inc.
416-941-4428
mlennar@sears.ca

Sears Canada Advised of a Potential Safety Hazard Relating to "Safety 1st" and 'Dorel" Drop-Side Cribs

Toronto, ON - January 20, 2010 - Sears Canada Inc. has been advised by Dorel Distribution Canada of a potential safety hazard relating to the "Safety 1st" and "Dorel" Drop-Side Cribs. It has been discovered that the cribs' drop-side plastic hardware can break or deform. In addition, the drop-side can be installed upside-down, which can result in broken or disengaged plastic parts causing the drop-side to detach in one or more corners. When the drop-side detaches, it creates space between the drop-side and the crib mattress posing a suffocating and falling hazard for infants and toddlers.

Some of the affected cribs were sold at Sears Canada retail stores, online at www.sears.ca and through the Sears Canada catalogue between August 2006 and November 2009. The Sears regular selling price was \$249.99 – \$329.99. The affected model numbers and corresponding Sears item numbers are as follows:

Crib name	Model Number	Sears Item #
Carlisle Crib	10h020	65208
Tara Crib	Dakm5132c	65200

The manufacture date, model number, and crib name are printed on the assembly instruction sheet that is attached to the crib's mattress support board, as well as at the bottom of the crib's headboard. The corresponding Sears item number can be found on your sales receipt.

Health Canada and Dorel Distribution Canada have received 9 reports of incidents or injuries relating to the use of this product.

In the interest of consumer safety, Sears Canada urges customers to carefully examine the cribs for any signs of loose or missing parts. If there is reason for concern, customers should immediately stop using the cribs.

Sears customers should not return their cribs, but should contact Dorel Distribution Canada at 1-800-295-1980 between 8AM and 5PM ET Monday through Friday to receive a free repair kit that converts the drop-side of the crib to a fixed side. Alternatively customers can visit Dorel Distribution's website at www.dorelcanada.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 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.