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Sears Canada Advised of a Potential Safety Hazard Relating to the Snow MX-Skidoo

Toronto, ON – January 24, 2011 - Sears Canada Inc. (TSX: SCC) has been advised by Tech 4 Kids Inc. of a safety hazard involving the Snow MX-Skidoo. It has been discovered that the front ski on the Snow MX may crack or break when being used, posing a risk of injury to children.

The affected Snow MX was sold through the Sears Canada catalogue and online at www.sears.ca, between August 01, 2010 and January 17, 2011. The Sears regular selling price was \$149.99. The model number is DT35103 and the corresponding Sears item number is 63294 which can be found on the customer's receipt.

In the interest of consumer safety, Sears Canada urges customers to immediately stop children from using the Skidoo. Sears customers should contact Tech 4 Kids at 1-866-287-4761 24 hrs a day, 7 days a week, for a free replacement ski. Alternatively customers can return the Skidoo to their nearest retail store for a full refund.

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.