

**May 7, 2009**

## **IMPORTANT SAFETY NOTICE**

**Subject: Blair Recall of Women's Chenille Robes Due to Burn Hazard**

If you have chosen not to participate in Blair's recall of our Full-Length Chenille Bath Robe or if you haven't yet returned your robe to us, we urge you rethink your decision to keep it. While we are pleased that you value your robe, we urge you in the strongest possible terms to discontinue using the robe immediately and return it to us, even if your robe appears to be safe. Some robes fail to meet federal flammability requirements and present a risk of serious burns to consumers if they are exposed to an open flame.

Please reconsider your decision and call the Blair Recall Hotline toll free at (877) 392-7095 between 9 a.m. and 9 p.m. EDT Monday through Saturday. One of our Customer Services representatives will see that you get a prepaid shipping label to return your robe to us and see that you get your choice of either a full refund of your purchase price or a \$50 gift card.

Your safety is our highest priority in this matter. We hope it is yours as well.