

BLAIR

220 HICKORY STREET • WARREN, PENNSYLVANIA 16366-0001

IMPORTANT SAFETY NOTICE

April 21, 2009

Dear Valued Customer,

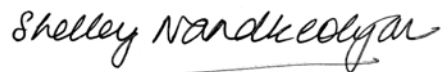
In cooperation with the U.S. Consumer Product Safety Commission, Blair is voluntarily recalling about 162,000 Full Length 100 percent cotton Chenille Robes with the following item numbers: 3093111, 3093112, 3093113, 3093114, 3093115 and 3093116. Our records show that you purchased one or more of these robes from either Blair's catalog, website or retail store.

Blair recently became aware of a potential fire hazard involving this product because it fails to comply with Federal flammability standards. Blair has received three reports of incidents where the robe caught fire after being exposed to open flames. One injury was reported in connection with these incidents.

If you have one or more Blair Full Length Chenille Robes, please discontinue use immediately. Use the enclosed post card to obtain a free shipping label to return your robe(s) to us. On the postcard, you can also indicate your choice of receiving a full refund of the purchase price of your robe(s) or a \$50 gift card for Blair merchandise. If you do not select either option on the return postcard, Blair will refund the purchase price. If you have questions about this recall, please contact our Customer Service Department toll free at (877) 392-7095 between 9 a.m. and 9 p.m. ET Monday through Saturday for answers. You can also visit our website at www.blair.com/recall or contact us by email at blairproductrecall@blair.com for further information.

We regret any inconvenience this may cause and appreciate your assistance in making the safety of our customers our highest priority.

Best regards,



Shelley Nandkeolyar
President and Chief Executive Officer

