From: Sarah Hines
To: UB Office
Subject: KNOX Update
Date: Sunday, April 26, 2020 10:23:45 PM

Hi UPPAbaby team,

We are writing to update you on an issue we have noted with our KNOX convertible car seat and the action we're taking in response.

As always, we conducted extensive testing and received high performance ratings on all regulatory standards for the KNOX. Unexpectedly we discovered that despite secure installation, the KNOX can exhibit lateral movement when in use in the rear facing position. We have not received reports of injuries and have no evidence that this poses a safety risk. However, given that we are unsure of the potential implications of this movement, we issued a stop sale on Friday and are now in the process of retrieving all KNOX seats that are in the marketplace. While we are disappointed to have to take this action with this much anticipated product, we remain committed to providing the best product experience to our consumers. We feel that retrieving, assessing, and improving upon the KNOX is the prudent course of action. This is a voluntary effort that we have decided to undertake and is not a recall.

UPPAbaby is taking full responsibility for retrieving all seats that have been purchased by consumers and issuing them refunds (which will include their purchase price plus an additional $50 for their inconvenience).

This information is being shared internally to keep you updated on this very recent development. We ask that you do not outwardly communicate to external vendors you may work with and/or post to social media. The Communications, Sales and Customer Experience teams are managing the communication process. If you receive any inbound inquiries, please let Sarah Hines know, and she will advise as to how to best respond. If have a KNOX yourself or if you had one shipped to a friend or family member, please connect with Robin Holler in Customer Experience.

Thank you.

Sarah Hines
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