



For Immediate Release

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**In Association with MACVAD USA LTD Recall
ALDI Voluntarily Recalls Heated Car Seat Cover**

Batavia, Ill. (Feb. 25, 2015) – In cooperation with MACVAD USA LTD, ALDI is voluntarily recalling heated car seat covers sold in December 2014 due to a possible defect that causes the seat to overheat and can potentially cause a fire. The recalled seat cover plugs into the cigarette lighter in an automobile. ALDI is initiating this voluntary recall in case customers have any affected product in their homes. To date, there have been less than 10 reports of the product overheating.

The heated car seat covers were sold in ALDI stores under the Auto-XS brand name.

At ALDI, we take the safety and integrity of the products we sell very seriously. If customers have product affected by this voluntary recall, they should return the product to their local ALDI store for a full refund.

Customers with questions about the voluntary recall may contact MACVAD USA LLC at 773-849-6823 or at Support@productconcern.com.

ALDI sincerely regrets any inconvenience and concern this voluntary recall may cause.

About ALDI Inc.

A leader in the grocery retailing industry, ALDI operates nearly 1,400 US stores in 32 states, primarily from Kansas to the East Coast. More than 30 million customers each month save up to 50 percent on their grocery bills, benefiting from the ALDI simple and streamlined approach to retailing. ALDI sells more than 1,300 of the most frequently purchased grocery and household items, primarily under its exclusive brands, which must meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product and refund the purchase price. ALDI was named the 2014 Retailer of the Year by Store Brands Magazine for its strong commitment to value and innovation-focused private brand product development. For more information about ALDI, visit www.aldi.us.*

**Based upon a price comparison of comparable products sold at leading national retail grocery stores.
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