

## FOR IMMEDIATE RELEASE

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### **Kmart® Celebrates the Theatrical Release of “TRANSFORMERS: Revenge of the Fallen” with Multi-Dimensional Marketing Partnership**

HOFFMAN ESTATES, IL (June 1, 2009) - Kmart® announced today its upcoming multi-channel entertainment marketing promotion supporting the June 24 release of “TRANSFORMERS: Revenge of the Fallen” from DreamWorks Pictures and Paramount Pictures, in association with Hasbro, Inc. The promotion launches June 7 and runs through July 4, 2009.

The program kicks-off with Kmart’s most robust Father’s Day promotion to date; themed to the film. Beginning June 7<sup>th</sup> through Father’s Day on June 21<sup>st</sup>, Kmart will encourage consumers to “TRANSFORM YOUR DAD” with a variety of merchandise and will offer 2 free movie tickets to see “TRANSFORMERS: Revenge of the Fallen” with a \$50 menswear purchase, exclusions apply.

Kmart is supporting the promotion with a national television spot (in both English and Spanish) highlighting men’s apparel, the movie ticket offer and the film. The micro-site ([www.kmart.com/transformers](http://www.kmart.com/transformers)) is where consumers can redeem codes for movie tickets, download “TRANSFORMERS: Revenge of the Fallen”-themed content, watch movie trailers and purchase TRANSFORMERS merchandise.

For the second half of the promotion, June 22 – July 4, Kmart teamed-up with Hasbro to create a dedicated Transformers destination boutique. “Headquarters for TRANSFORMERS will be located in the front of each Kmart retail location and will house everything TRANSFORMERS: toys, video games, men’s and boy’s apparel, bedding, and much more.

Kmart also created synergies with fellow “TRANSFORMERS: Revenge of the Fallen” movie partners: Burger King Corp. and Mars Snackfood. Participating BURGER KING ® restaurants will distribute TRANSFORMERS toy and footwear coupons, redeemable at Kmart stores through its BK® Kids Meal. Kmart will also be featured in its kids-directed “BK® Adventures” newsletter and email newsletter. Mars Snackfood will bring the cross-partnership with Kmart to life by creating “TRANSFORMERS: Revenge of the Fallen”-themed window displays and hosting in-store events at both Penn Station and Astor Place, New York City store locations.

Additional support includes: circular advertisements, email blasts, signage, in-store radio and TRANSFORMERS-themed gift cards. And for the first time ever, Kmart created a 24-page movie-themed comic book which will be distributed in select theaters during the promotional period. The comic book is the movie adaptation of “TRANSFORMERS: Revenge of the Fallen” and includes several Kmart ads highlighting the movie ticket offer

and TRANSFORMERS licensed merchandise. It also contains a page of coupons designed to drive traffic both in-store and online.

Paramount Pictures releases "TRANSFORMERS: Revenge of the Fallen" on June 24, 2009.

The Kmart partnership was executed by Norm Marshall & Associates.

**About Kmart:**

Kmart, a wholly-owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a mass-merchandising company that offers customers quality products through a portfolio of exclusive brands that include Jaclyn Smith, Joe Boxer, Martha Stewart Everyday and Route 66. For more information visit the company's Web site at [www.kmart.com](http://www.kmart.com) or the Sears Holdings Corporation Web site at [www.searsholdings.com](http://www.searsholdings.com).

**About "TRANSFORMERS: Revenge of the Fallen":**

In the highly-anticipated "TRANSFORMERS: Revenge of the Fallen," debuting June 24, 2009, Sam Witwicky (Shia LaBeouf) again joins with the AUTOBOTS against their sworn enemies, the DECEPTICONS. Michael Bay directs from a screenplay written by Ehren Kruger & Roberto Orci & Alex Kurtzman.

TRANSFORMERS is a brand of Hasbro, Inc. (NYSE:HAS). Hasbro is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>.. (C) 2009 Hasbro, Inc. All Rights Reserved.

DreamWorks Pictures and Paramount Pictures Present In Association with Hasbro A di Bonaventura Pictures Production A Tom DeSanto/Don Murphy Production A Michael Bay Film "Transformers: Revenge of the Fallen" starring Shia LaBeouf, Megan Fox, Josh Duhamel, Tyrese Gibson and John Turturro. The film is directed by Michael Bay. Written by Ehren Kruger & Roberto Orci & Alex Kurtzman. Based on Hasbro's Transformers™ Action Figures. Produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. Executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. This film has not yet been rated.

**About Burger King Corporation:**

The BURGER KING® system operates more than 11,800 restaurants in all 50 states and in 74 countries and U.S. territories worldwide. Approximately 90 percent of BURGER KING® restaurants are owned and operated by independent franchisees, many of them family-owned operations that have been in business for decades. In 2008, *Fortune* magazine ranked Burger King Corp. among America's 1,000 largest corporations and *Ad Week* named it one of the top three industry-changing advertisers within the last three decades. To learn more about Burger King Corp., please visit the company's Web site at [www.bk.com](http://www.bk.com).

**About Mars Snackfood US:**

Mars Snackfood US is the United States snack operations of Mars North America. With more than \$7 billion in annual sales in the United States, Mars North America includes food, snack and pet care segments, which are a symbol of excellence for quality brands. Headquartered in Mount Olive, N.J., Mars North America employs more than 12,000 associates in the United States, with 54 facilities nationwide. Mars Snackfood US, headquartered in Hackettstown, N.J., includes some of the world's favorite brands such as DOVE® Brand Chocolate, M&M'S® Brand, MILKY WAY® Brand, SNICKERS® Brand, 3 MUSKETEERS® Brand, TWIX® Brand and more. Additional popular brands in the petcare and food segments for Mars North America include UNCLE BEN'S® Brand, PEDIGREE® Brand Food for Dogs, and WHISKAS® Brand Food for Cats. Please visit [www.mars.com](http://www.mars.com).

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