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**KMART INTRODUCES SMART ASSIST SAVINGS CARD IN MICHIGAN  
TO PROVIDE NEEDED RELIEF TO UNEMPLOYED AND THEIR FAMILIES**

*Policymakers laud program, which offers 20-percent discount on thousands of quality private label items*

**HOFFMAN ESTATES, IL (June 30, 2009)** – In an effort to help unemployed Michigan residents continue to take care of themselves and their families, Kmart has introduced the Kmart Smart Assist Savings Card. The program, which gives eligible customers a 20 percent discount off more than 1,200 regularly priced high-quality private label grocery and drugstore staples for up to six months, is a welcomed relief that has been lauded by Michigan's elected officials at both the state and federal level.

Rep. John D. Dingell (D), who represents Michigan's 15th Congressional District and is the Chairman Emeritus of the Committee on Energy and Commerce in the U.S. House of Representatives, noted, "This is good corporate citizenship and I want to applaud Kmart and its parent company, Sears Holdings, for doing its part to help people who are struggling. We have a lot of people in transition right now, and these displaced workers will – like our State itself – get back on their feet and remember those who helped during this time of hardship. Kmart has a long, proud history in our State and I think people will recognize the company for this good deed."

"I want to commend Kmart for their loyalty and support to the state of Michigan and the citizens struggling to keep their heads above water in these dire economic times," said Michael Bishop (R), Senate Majority Leader, 12th Senate District. "Kmart's offer of a 20 percent discount on [their private label] brand goods to our unemployed citizens embodies the kind of corporate community spirit we need now more than ever. This is a generous program from an exemplary company and I thank them for their offer to help while we strive to get Michigan back to a strong economy that provides much needed jobs."

Verifiably unemployed Michigan residents who register at [www.kmart.com](http://www.kmart.com) will receive a nontransferable Kmart Smart Assist Savings Card valid for up to six months depending on the date of issue. Although Kmart in-store associates are available to answer questions about the program, registration is a private, online process. [Complete details, rules and exclusions can be found on [www.kmart.com/smartassist](http://www.kmart.com/smartassist) ]

Any Kmart customer who can present valid Michigan state-issued identification and a state-issued unemployment benefits enrollment confirmation is eligible to enroll in the Kmart Smart Assist Savings Card program. Michigan residents who file for Michigan state unemployment benefits either before or after the program begins are eligible, provided they possess required documentation. Even if customers gain employment before their Kmart Smart Assist Savings Card expires, they may still use the card up until its expiration, regardless of their employment status.

At check-out, cardholders will be required to show their valid Kmart Smart Assist Savings card, their valid state-issued unemployment verification, and their state-issued ID for signature verification. More than 1,200 of Kmart's quality private label products on which families depend –

from groceries to cleaning supplies to paper goods to drug store items – are available on the program; however, sale and clearance merchandise is excluded.

"Unemployment is severely impacting our Michigan communities, so we knew we had to step up to the plate and do what we could to help Kmart customers continue to provide their families with the staples they need, even on a tight budget," explained Curt Avallone, VP, CMO-Food, Consumables & Drug Store, Kmart. "In these challenging economic times, people are looking for the most value for their money, and we hope the Kmart Smart Assist Savings Card will enable cardholders to keep good quality food on the table and maintain clean, healthy homes while they get back on their feet."

For more information, visit [www.kmart.com/smartassist](http://www.kmart.com/smartassist)

#### **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). Holdings' Web site at <http://www.searsholdings.com>.

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