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**ATTENTION KMART SHOPPERS:  
SIZZLING SUMMER AND BACK-TO-SCHOOL SAVINGS ABOUND AS KMART  
EXTENDS POPULAR BLUE LIGHT SPECIALS  
*The Blue Light Shines Bright with Deals on the Season's Must Haves This Saturday***

**Hoffman Estates, Ill., (July 23, 2009)** –Summer and back-to-school shopping are in full swing – and Kmart's famed "Mr. Bluelight" might just be the nation's favorite bargain hunter. The retailer today announced it will once again switch its blue light back on this Saturday, July 25 with exciting Bluelight Specials.

"We brought back Bluelight Specials last weekend and based on the overwhelming response and customer feedback, we're introducing even more, new specials this Saturday, July 25," said Mark Snyder, chief marketing officer, Kmart. "It's a priority at Kmart to continue to give its customers the opportunity to take advantage of our combination of quality, price and value on the summer's hottest items and even plan for back-to-school."

During last weekend's Bluelight Specials, Kmart sold items like grills for 50 percent off to socks for \$.33 a pair – giving customers deep discounts on all their essentials. This weekend, Kmart will offer even more deals on family's essentials, from patio furniture and home electronics to towels, bikes and footwear. Also included are great back-to-school items such as apparel and school supplies. Kmart's Bluelight Specials will be announced in-store every 30 minutes and will be available for one hour.

Some of the great deals for Kmart's Blue Light Specials will include:

- All Patio Furniture - 50% off original prices
- All Men's Swimwear – Regular: \$12.99-\$24.99. Sale: \$3.00.
- Back-to-School Supplies – 75 percent off items including scissors, paper and glue

"Bluelight Specials traditionally were a way for us to show appreciation to our valued customers by cutting prices on the most sought after items. This Saturday's event is yet another way Kmart offers customers a chance to capture great values for summer and back-to-school in this tough economy," said Snyder.

Kmart customers can discover these deals and take advantage of the cost savings by visiting Kmart stores. No rainchecks or layaway are available on Bluelight specials. Customers can follow Kmart on [Twitter](#) and [Facebook](#) for more information about this Bluelight Special event.

**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 website at [www.kmart.com/](http://www.kmart.com/) or the Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com).

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