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FOR IMMEDIATE RELEASE

Kmart Goes Back-to-School with *High School Musical: Get In the Picture* *In-store and online experiences aim to build lasting relationships with kids, teens and moms*

Hoffman Estates, Ill. (July 28, 2008) – Just in time for back-to-school (BTS), Kmart is one of the sponsors of this summer's highly anticipated reality show, ABC's *High School Musical: Get in the Picture*, hosted by Nick Lachey. The family-oriented show gives one talented newcomer the opportunity to become a part of "High School Musical" history. The winner will literally "get in the picture" when that person stars in a music video shown in the end credits of the feature film, Disney's "High School Musical 3: Senior Year," opening this fall. In addition, the winner will also receive an exclusive talent hold agreement with ABC and a recording contract for two digital singles with Walt Disney Records, one of which will be a version of the song from the music video.

Kmart's integrated marketing program launched in stores nationwide to coincide with the debut of the television series on ABC-TV on Sunday, July 20th. Various scenes will be in Kmart stores and Kmart products will be featured.

"We are delighted to be working with ABC Television and *High School Musical: Get in the Picture* to showcase Kmart as a modern, hip, fun brand," said Andrew Stein, interim Chief Marketing Officer, Kmart. "This sponsorship provides us with an outstanding opportunity to build a lasting relationship with moms and their kids, not just for back-to-school but throughout the year."

The marketing program also includes promotional messages for *High School Musical: Get In The Picture* in a Kmart circular and in-store signage. This sponsorship complements Kmart's assortment of *High School Musical* licensed merchandise which is prominently featured in store and will be promoted online at a special Kmart.com microsite launching July 21 (www.kmart.com/disney).

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 Jaelyn Smith, Joe Boxer, Martha Stewart Everyday and Route 66. For more information visit the company's website at www.kmart.com or the Sears Holdings Corporation website at www.searsholdings.com.

About the *High School Musical* franchise

Disney's *High School Musical* premiered in January 2006 on Disney Channel U.S. and posted the highest ever ratings for a Disney Channel Original Movie at the time. It went on to become a smash hit internationally, airing on 27 Disney Channels and free-to-air broadcasters worldwide. It has reached over 255 million viewers in over 20 languages across 100 countries including India, China and Russia. It was also the first TV movie to be offered on the iTunes Music Store. The *High School Musical* soundtrack was the #1 album of 2006 and was the year's #1 TV movie on DVD. It delivered licensed amateur and professional touring stage productions, a best-selling junior novel, a popular consumer products franchise at mass retailers, a themed show at Disneyland Parks and Resorts in Anaheim, Orlando and Paris, a sold-out 42 date arena concert tour in North America and Latin America, and a popular touring ice show

around the world. Adding to its success, it won two Emmy Awards, a DGA Award, an Imagen Award and a Director's Guild of America Award among other honors. It received a Billboard Music Award (Soundtrack of the Year) and was nominated for an American Music Award. Its critically acclaimed sequel, *High School Musical 2*, ranks as the #1 basic cable telecast of all time (18.6 million viewers for its August 17, 2007 premiere) and thus far has been seen by over 200 million total viewers, in 24 languages, around the world. The *High School Musical 2* soundtrack is triple Platinum and its DVD release was the top-selling TV property on DVD for 2007. *High School Musical: Get In The Picture* premieres Sunday, July 20th, 8p EDT (check local listings) on the ABC Television Network.

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