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KMART IS 'MOST LIKELY TO ROCK' THIS BACK-TO-SCHOOL SEASON BY OFFERING THE HOTTEST TRENDS IN FASHIONS FOR TWEENS AND JUNIORS WITHOUT BREAKING THEIR BUDGET

Chicago and Los Angeles Kmart stores to host back-to-school fashion shows

Hoffman Estates, Ill. (Aug. 3, 2010) – According to a recent survey conducted by the National Retail Federation (NRF)¹ this year, teenagers and pre-teens will spend more of their own money for apparel, supplies and accessories for back to school. This year, [Kmart](#) is offering affordable prices on the hottest trends for tweens and teens from jeggings and skinny jeans to backpacks and candy-colored staplers, allowing customers to get even more for their money.

“For years Kmart has offered customers ways to make back to school more affordable without compromising on quality or style,” said Mark Snyder, chief marketing officer, Kmart. “This year, we continue to offer the value that moms want, along with the fashions that their kids are asking for, with access to more exclusive brands including Dream Out Loud with Selena Gomez, Bongo and Rebecca Bonbon.”

Kmart is also bringing more value to its customers this back-to-school season by conducting in-store fashion shows in Chicago (Aug. 3) and Los Angeles (Aug. 5), to highlight the hottest fashions at prices that won't break the bank. The full-scale runway shows featuring the latest looks will give tweens and teens a sneak peek at pieces from Dream Out Loud by Selena Gomez, Bongo, Rebecca Bonbon, Route 66 and more.

Kmart is making it convenient for their customer to find exactly what they want, when they want it with online shopping tools such as Kmart2go and layaway. Through Kmart2go, customers can shop for millions of products via iPhone and Android apps, giving users complete access to the full list of items and categories available on Kmart.com. Kmart2go customers can easily search, browse and buy directly from their phone, then have the order shipped to their door.

With Kmart layaway – in store and online – budget-conscious consumers can secure "hot" back-to-school items early, interest-free and pick them up in time for school. From school supplies to apparel, electronics and home essentials, layaway is an easy way for families to get everything they need for back to school and beyond.

Now shopping for back to school is even more rewarding with Shop Your Way Rewards. Shop Your Way Rewards members can earn 10 points for every \$1 spent on qualifying goods and services purchased across Sears, Kmart, Lands' End, mygofer and The Great Indoors – in store and online. Members can earn and redeem points on almost everything they buy, from school supplies and apparel at Kmart to an oil change at a Sears Auto Center and more. For more information go to www.shopyourwayrewards.com.

For more information on back to school at Kmart, visit www.kmart.com.

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, County Living 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.

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¹ NRF's 2010 Back-to-School Consumer Intentions and Actions Survey, July 2010