

MEDIA CONTACTS:

Amy Dimond
Sears Holdings
224-735-8983
amy.dimond@searshc.com

Leah Linder
Euro RSCG Worldwide PR
212-367-6820
leah.linder@eurorscg.com

KMART AND JACLYN SMITH TO SUPPORT BREAST CANCER RESEARCH

*Proceeds from the Jaclyn Smith 25-Year Anniversary collections will go towards
The Breast Cancer Research Foundation®*

HOFFMAN ESTATES, III. (Aug. 11, 2010) — This year Kmart celebrates the 25th anniversary of its relationship with actress and designer Jaclyn Smith. Kmart and Smith will honor the occasion by donating proceeds from the 25th Anniversary fashion and home collections to support breast cancer research.

Beginning in September and extending through Breast Cancer Awareness month in October, \$1 from the purchase of special Jaclyn Smith 25th Anniversary and limited edition collections will go to The Breast Cancer Research Foundation (BCRF).* These limited edition products will be easily identified by the iconic pink ribbon that represents the fight against breast cancer.

“As a breast cancer survivor myself, this cause is near and dear to my heart, to my loved ones and to my extended family at Kmart,” said actress and designer, Jaclyn Smith. “I’m grateful that my relationship with Kmart has not only allowed me to provide great design at a truly affordable price, but also to work with incredible organizations like BCRF to give back to a cause that is working diligently in the fight against breast cancer.”

This is the first time Kmart has supported BCRF. The retailer aims to raise \$100,000 through purchases from the Jaclyn Smith collections for the foundation.

“The Kmart family is celebrating 25 beautiful years with Jaclyn Smith,” said Mark Snyder, chief marketing officer, Kmart. “The timeless sophistication of the Jaclyn Smith collection represents more than just a business relationship, it signifies a lasting friendship. To mark the occasion, we have developed a special apparel collection specifically for this worthy cause, in addition to extending the offer through the Jaclyn Smith home fashions lines. By helping the women of today, we can positively impact entire generations of tomorrow.”

“BCRF is thrilled to be working with Kmart and Jaclyn Smith to raise awareness and support life-saving research,” said Myra Biblowit, President. “This generous contribution will help us to continue to support breast cancer research that will help our children live healthier lives.”

For the past 25 years, Jaclyn Smith and Kmart have collaborated to create elegant apparel design that is both fashionable and affordable. The Jaclyn Smith Home Collection was additionally introduced in August, 2008 and includes bedding, bath and outdoor furniture. The introduction coincided with the expansion of Jaclyn Smith's fashions in apparel to include jewelry, footwear and handbags. Each collection is designed to reflect the timelessness and style that have become Jaclyn Smith's signatures.

For more information, visit www.Kmart.com/JaclynSmith.

*Donation will not exceed \$100,000

###

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.

About The Breast Cancer Research Foundation®

Since its inception in 1993 The Breast Cancer Research Foundation® (BCRF) has raised over \$287 million—over \$35 million in fiscal year 2010 alone—to support the most advanced and promising breast cancer research that will help lead to prevention and a cure in our lifetime. In 2010-2011, our grants will be supporting over 170 dedicated researchers at major medical institutions throughout the world. If not for BCRF, many facts about the genetic basis of breast cancer wouldn't be known, breast cancer stem cells would still be a mystery, and personalized, targeted therapies wouldn't currently be available. BCRF-funded scientists are responsible for these and many other critical achievements. Over the past year, more than 88 cents of each dollar donated to the Foundation went directly to breast cancer research and awareness programs. And the American Institute of Philanthropy has awarded the Foundation its highest possible rating of A+. BCRF is the only breast cancer organization to receive this accolade; and is the only *cancer* organization to currently hold this ranking. Visit www.bcrfcure.org