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**THRE3 ARRIVES EXCLUSIVELY AT KMART**

*Newest apparel line offers today's classic fashion at surprisingly affordable price point*

**Hoffman Estates, Ill., (Aug. 13, 2009)** – USPA Properties, Inc. (a subsidiary of the United States Polo Association) has announced the launch of its new sportswear brand, THRE3, for men, women, boys and girls exclusively at Kmart. The line – which includes polo shirts, rugby shirts, jeans, sweaters, woven shirts and long-sleeve fleece – is available at [www.Kmart.com](http://www.Kmart.com) and in Kmart stores, just in time for back-to-school or campus.

The brand name, THRE3, was derived from the most important player on the polo team, the captain, who wears the number “3” on his jersey. The clothing in the line features relaxed yet classic styles in on-trend colors to comfortably fit the lifestyles of each member of the family.

Prices range from \$9.99 for Kids’ graphic tees and Women’s tops, to \$24.99 for Men’s flat-front khakis, Boy’s vintage wash denim jeans, Girl’s front pocket zip hoodies or French terry blazer, and Women’s twill trousers. Men’s five-pocket bootleg jeans with belt are \$26.99. Selection varies by store.

“We’re proud that Kmart is the exclusive retailer for the new THRE3 apparel line,” said Mark Snyder, Kmart’s chief marketing officer. “THRE3 offers clothes for the entire family featuring high quality fabrics, classic American design plus the attention to detail that has become the signature of every apparel line at Kmart.”

“The THRE3 brand was designed to depict the authentic lifestyle concept of the sport of polo in the United States. It’s comfortable, casual, and accessible to everyone in the family. We believe the relationship with Kmart is a well-chosen step toward the long-range success of the THRE3 brand,” said Cliff Lelonek, President and CEO of U.S. Polo Assn., a division of Jordache Ltd.

Jordache will be responsible for the design, manufacturing, and all creative aspects of the THRE3 Brand. Jordache is planning four annual product releases in its long term strategy of creating value for consumers in all categories.

“We are pleased that Kmart is launching our new brand, THRE3, with its close ties to the inspiration of the sport,” said David Cummings, President and CEO of USPA Properties.

To find out more about THRE3 or to purchase clothes online, please visit [www.kmart.com](http://www.kmart.com) and Kmart stores nationwide.

**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 <http://www.searsholdings.com>.

**About Jordache Enterprises**

A leader in denim manufacturing, design and marketing, Jordache Enterprises manufactures and licenses for brands like Gasoline, Maurice Sasson, KIKIT Earl Jeans and U.S. Polo Assn.

**About United States Polo Association**

The United States Polo Association, a non-profit organization, is the official governing body for the sport of polo in the United States since 1890.

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