

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

FOR IMMEDIATE RELEASE**KMART OPENS SOCIAL HUB – ‘STYLESIP’ – CONNECTING
TEEN GIRLS WITH THE LATEST IN FASHION**

New Online Community is a Social and Digital Teen Experience

Hoffman Estates, Ill. (August 31, 2010) – Kmart announced today the launch of Stylesip.com, a new online community built around the fashion-loving lifestyle of teen girls. The online experience is more than just a place for teens to learn about new apparel. The Stylesip blog will be a destination to share their thoughts on trends, entertainment, music and gossip via social media platforms. The opportunity to chat live with designers, style experts and celebrities is one of the key features of the experience.

“Stylesip is all about connecting with our customers and letting them drive the conversation,” said Tara Poseley, president, Kmart Apparel. “It’s a fun place for girls to share their thoughts and be inspired. The launch of the site also enables us to broaden that dialogue through Facebook and twitter.”

“We are inviting readers to become writers by sharing their latest style stories. Some will even have the opportunity to become featured Stylesip Bloggirls,” said Robin Creen chief marketing officer, Kmart apparel. “It’s a new forum for teens to gossip about all things fun—trends, events and pop culture news.”

The Stylesip website will serve as the Kmart hub for all of its exclusive lines: Dream Out Loud by Selena Gomez, Rebecca Bonbon, Bongo and GLO. The Facebook experience is both a conversation hub as well as a fully integrated shopping experience with kmart.com. Facebook users can browse and shop the full juniors catalog without leaving the experience through the use of a shoppable widget.

For more information and to shop online, visit www.Kmart.com/Stylesip or www.facebook.com/Stylesip. Follow Stylesip on twitter at www.twitter.com/Stylesip.

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.