

**For Immediate Release**

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**Kmart Steps Out to Fight Diabetes**

*Kmart to join American Diabetes Association through in-store campaign as diabetes rates continue to rise*

**Alexandria, VA (September 2, 2008)** – As the rate of diabetes continues to rise, Kmart Pharmacy has elevated its support of the American Diabetes Association (ADA) and the diabetes community by becoming a National Sponsor of ‘Step Out: Walk to Fight Diabetes’ – the ADA’s signature walking event that takes place in over 200 cities across the country. As a National Event Sponsor, Kmart’s goal is to raise \$500,000 in 2008 to support ADA’s mission to prevent and cure diabetes, and to improve the lives of all people affected by diabetes.

Over the past two years, Kmart’s customers and associates have raised more than \$1.5 million through its in-store pin-up campaign. Beginning August 31<sup>st</sup> and concluding October 25<sup>th</sup>, Kmart will once again ‘Step Out’ by selling pin-ups at their pharmacies to help combat the increased rates of diabetes. Consumers can make a donation of \$1, \$5 or \$10 at any one of their 1,100 Kmart pharmacy stores throughout the U.S. Kmart is also forming ‘Step Out’ walk teams, promoting ADA and diabetes messages throughout their stores, and participating in about 30 ‘Step Out’ events across the country.

“The American Diabetes Association is very proud of Kmart’s continued commitment to supporting our mission,” said Stewart Perry, Chair of the Board for the American Diabetes Association. “The incidence of diabetes continues to grow with an increase of nearly 3 million more cases in the last 2 years. We need stronger support of diabetes awareness efforts and we applaud Kmart for their in-store promotions.”

“Our support of the American Diabetes Association is another important way we are building relationships with our customers,” said Mark Doerr, vice president, Kmart Pharmacy.

**National Office**

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**Diabetes Information**

call 1-800-DIABETES (1-800-342-2383)  
online [www.diabetes.org](http://www.diabetes.org)  
The Association gratefully accepts gifts through your will.

**The Mission** of the American

Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

---ADA/Kmart page 2 of 2---

“We are pleased to do our part in helping the millions of Americans living with this disease and we thank our customers for joining us in this effort.”

There are nearly 24 million children and adults in the United States who have diabetes, or 7.8% of the population. While an estimated 17.9 million have been diagnosed with diabetes, unfortunately 5.7 million people (or nearly one quarter) are unaware that they have the disease. If present trends continue, one in three Americans, and 1 in 2 minorities, born in 2000 will develop diabetes in their lifetime. Each day, approximately 4,383 people are diagnosed with diabetes.

Diabetes is a disease characterized by high blood glucose (sugar) levels that result from defects in the body's ability to produce and/or use insulin. It can lead to severely debilitating or fatal complications, such as heart disease, blindness, kidney disease, and amputations.

### **About the American Diabetes Association**

The American Diabetes Association is the nation's premier voluntary health organization supporting diabetes research, information and advocacy. The Association's mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. Founded in 1940, the Association provides services to hundreds of communities across the country. For more information, please call the American Diabetes Association at 1-800-DIABETES (1-800-342-2383) or visit [www.diabetes.org](http://www.diabetes.org). Information from both these sources is available in English and Spanish.

### **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 website at [www.kmart.com](http://www.kmart.com) or the Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com).

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