

NICKEODEON/VIACOM CONSUMER PRODUCTS LAUNCHES “DORA LOVES PUPPY” LINE EXCLUSIVELY AT KMART!

Hoffman Estates, Ill., and NEW YORK–Sept. 14, 2009—Kmart and Nickelodeon/Viacom Consumer Products (NVCP) announce the launch of “Dora Loves Puppy” – an exclusive apparel, toy and specialty goods line designed around top-rated preschool series, *Dora the Explorer*. Available exclusively at Kmart stores nationwide and at www.kmart.com beginning today, “Dora Loves Puppy” takes kids on a new adventure with Dora and her canine companion Perrito, and opens up a brand-new personalized online experience at www.dorapuppy.com. The product launch follows the storyline of Dora’s adoption of her new pet.

“The partnership with Nickelodeon to bring the ‘Dora Loves Puppy’ product line to Kmart stores is an authentic one,” said Mark Snyder, Kmart’s Chief Marketing Officer. “Kmart is committed to providing the best in popular brands that both parents and kids love, and offers products of great quality at a Kmart price. Nickelodeon is the leader in kids’ entertainment, and is trusted and respected by parents.”

“We paired two of kids’ favorite things together with this new line – the beloved character Dora the Explorer and ‘man’s best friend’ – to make it a must-have,” said Leigh Anne Brodsky, President of NVCP. “‘Dora Loves Puppy’ extends the interactivity kids and parents have come to expect from the property, bringing Dora into their homes online and with specially designed products.”

“Dora Loves Puppy” comes with a completely personalized online adventure at www.dorapuppy.com where families can redeem specialty codes from the merchandise for personalize printable puppy activities like adoption papers and posters; digital downloads; themed games; and screensavers.

The “Dora Loves Puppy” line will include a variety of exclusive merchandise, including: kids’ apparel; bedding; toys; jewelry; sporting goods; hosiery; footwear; and home entertainment. For a complete list of products, visit www.kmart.com/dorapuppy.com.

Kmart will offer deals and free offers at the launch of the line, including a free “Dora Loves Puppy” poster personalized with their child’s favorite picture courtesy of Shutterfly.com (from Sept. 13-26), and the “Dora Loves Puppy” DVD for \$4.99 with a \$20 Dora Loves Puppy purchase (from Sept. 27-Oct. 10).

Nickelodeon’s preschool programming block, Nick Jr., will also host a “Puppy Playdate” on Sept. 25, filled with puppy-themed episodes. At 9 a.m. (all times ET/PT), *Dora the Explorer* “Bark, Bark to Play Park” offers a puppy adventure for Dora, Boots, and Perrito. The trio set out on a trek past the Double Doghouse and over the Twin Mountains where Swiss twin boys help the climb all the way to Play Park. Dora and Boots get a new present for Dora’s Puppy at 9:30 a.m. in “Dora’s Got a Puppy,” but children must watch out for Swiper and a surprise ending! And at 10 a.m., the Dora and Boots “Save the Puppies” episode features a heroic rescue from a mean dogcatcher.

An international phenomenon, and recent Imagen Award-winner, *Dora the Explorer* is broadcast in 125 markets, translated in 24 languages and available in consumer products in 33 territories. As one of the top-rated preschool shows in the U.S., the show has been honored with a Peabody Award (2003), four Imagen Awards (2001-2003); a Gracie Allen Award (2004-2005) and an Alma Award (2002). *Dora the Explorer* airs weekdays at 10:30 a.m. and 12:00 p.m. (ET/PT) on Nick Jr.

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 or the Sears Holdings Corporation Web site at www.searsholdings.com.

About Nickelodeon & Viacom Consumer Products

Nickelodeon & Viacom Consumer Products manages the world's third largest licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 30th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in more than 99 million households and has been the number-one-rated basic cable network for 15 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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