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FOR IMMEDIATE RELEASE

KMART INTRODUCES *CELEBRATIONS BY RADKO*[™]
New Holiday Collection From Prestigious Name in Glass Ornaments
Offers a Contemporary Look

Hoffman Estates, Ill., (September 29, 2008) – Much to the delight of holiday shoppers, *Celebrations by Radko*[™] makes its debut exclusively at Kmart stores across the U.S. this holiday season. The new contemporary collection by Christopher Radko[®], the original manufacturer of handmade glass ornaments and holiday collectables, features a unique assortment of boxed glass ornaments, figurals and four-inch balls priced under \$10.

With more than 23 years of creating the finest handmade glass ornaments, Christopher Radko brings its expertise to the *Celebrations by Radko* line and makes this trendy collection of original designs available to millions at an exceptional value. *Celebrations by Radko* includes dozens of individually boxed glass ornaments in figural and ball designs embellished with a variety of decorative elements, priced at \$9.99 each. Coordinating 6-, 9- and 16-count boxed sets of solid and glittered balls, priced at \$7.99, complete the collection.

“The affordability and originality of the *Celebration by Radko* assortment expands the Radko brand as a distinguished leader in the marketplace,” said Frank Kruszewski, Vice President GMM for Seasonal and Outdoor Living, Sears Holding Corporation. “It is no wonder that Christopher Radko is hailed as the most desirable brand of holiday collectables in the U.S., and we are pleased to offer *Celebrations by Radko* to families seeking value, traditional elegance and quality.”

“With *Celebrations by Radko* exclusively at Kmart, the traditional themes of the Christopher Radko brand is introduced to a new generation of Radko collectors through a unique collection of fun and whimsical designs,” added Heather Shepardson, CEO of Rauch Industries, Inc., distributors of the Christopher Radko brand. “It’s an exciting way for us to reach a new consumer with a more contemporary, casual and affordable line.”

To view *Celebrations by Radko* online, visit www.kmart.com. The *Celebrations by Radko* line will be available, while quantities last, at all Kmart stores beginning November 7.

About Rauch Industries, Inc.

Founded by the Rauch Family in 1952, Rauch Industries designs and distributes its leading brands of holiday and seasonal goods through mass retailers, department stores and independent gift retailers. After acquiring Christopher Radko[®], the leading distributor of fine European glass ornaments, the two entities were integrated leveraging distribution channels, marketing efforts and operational support. For more information about Rauch Industries and its brands, please call 1-800-71-RADKO.

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 or the Sears Holdings Corporation website at www.searsholdings.com.

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