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## KMART EXPANDS SMART ASSIST SAVINGS CARD ACROSS AMERICA TO PROVIDE NEEDED RELIEF TO UNEMPLOYED AND THEIR FAMILIES

*Policymakers laud program, which offers 20-percent discount on thousands of quality private label items*

**HOFFMAN ESTATES, IL (Sept. 28, 2009)** – In an effort to help unemployed Americans continue to take care of themselves and their families, Kmart has expanded the Kmart Smart Assist Savings Card across the country. The program, which debuted in Michigan this summer and gives eligible customers a 20 percent discount off more than 1,500 regularly priced high-quality private label grocery and drugstore staples for up to six months, is a welcomed relief that has been lauded by elected officials at both the state and federal level.

When the program was tested in Michigan, Gov. Jennifer Granholm and Detroit Mayor Dave Bing both issued Proclamations honoring Kmart for its service to the community. Granholm's Proclamation on Aug. 5 stated in part, "Through experience, we have learned that the government itself cannot alone fix the problem at hand, and we must REACT by Revitalizing our Economy And Communities Together. Since 1962, the staff and management of local Kmart stores and its parent company Sears Holdings have extended their hand in friendship and demonstrated civic duty that fundamentally enriches and enhances the quality of life for those who need it most."

Rep. John D. Dingell (D), who represents Michigan's 15th Congressional District and is the Chairman Emeritus of the Committee on Energy and Commerce in the U.S. House of Representatives, noted, "This is good corporate citizenship and I want to applaud Kmart and its parent company, Sears Holdings, for doing its part to help people who are struggling. We have a lot of people in transition right now, and these displaced workers will – like our state itself – get back on their feet and remember those who helped during this time of hardship. Kmart has a long, proud history in our state and I think people will recognize the company for this good deed."

"I want to commend Kmart for their loyalty and support to the state of Michigan and the citizens struggling to keep their heads above water in these dire economic times," said Michael Bishop (R), Senate Majority Leader, 12th Senate District. "Kmart's offer of a 20 percent discount on [their private label] brand goods to our unemployed citizens embodies the kind of corporate community spirit we need now more than ever. This is a generous program from an exemplary company and I thank them for their offer to help while we strive to get Michigan back to a strong economy that provides much needed jobs."

Verifiably unemployed citizens who register at [www.kmart.com/smartassist](http://www.kmart.com/smartassist) will receive a nontransferable Kmart Smart Assist Savings Card valid for up to six months depending on the date of issue. Although Kmart in-store associates are available to answer questions about the program, registration is a private, online process. Complete details, rules and exclusions can be found on [www.kmart.com/smartassist](http://www.kmart.com/smartassist).

Any Kmart customer who can present valid state-issued identification and a state-issued unemployment benefits enrollment confirmation is eligible to enroll in the Kmart Smart Assist Savings Card program. Applicants who file for their state's unemployment benefits either before or

after the program begins are eligible, provided they possess required documentation. Even if customers gain employment before their Kmart Smart Assist Savings Card expires, they may still use the card up until its expiration, regardless of their employment status.

At check out, cardholders will be required to show their valid Kmart Smart Assist Savings card, their valid state-issued unemployment verification, and their state-issued ID for signature verification. More than 1,500 of Kmart's quality private label products on which families depend – from groceries to cleaning supplies to paper goods to drug store items – are available on the program; however, sale and clearance merchandise is excluded.

"While the economy seems to be showing signs of improvement, experts agree that unemployment is still impacting families across America," explained Tom O'Boyle, senior vice president, president, Food and Consumables. "Even on a tight budget, people are looking for the most value for their money and tools that empower them to manage their lives. We've seen in Michigan that the Kmart Smart Assist Savings Card has helped cardholders keep good quality food on the table and their households stocked with staples while they get back on their feet. We hope that this program has the same positive impact across the country."

For more information, visit [www.kmart.com/smartassist](http://www.kmart.com/smartassist)

#### **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 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 [www.searsholdings.com](http://www.searsholdings.com).

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