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FOR IMMEDIATE RELEASE**MONEY-SMART FAMILIES CAN PREPARE FOR BACK-TO-SCHOOL
WITH KMART'S LAYAWAY**

Kmart's layaway is a proven way to plan for purchases while managing a budget

Hoffman Estates, Ill. (July 30, 2009) – While economic conditions are beginning to look up, Kmart realizes that the tough times aren't over yet and some families may be experiencing anxiety in regards to making back-to-school purchases. From school supplies to new clothes, back-to-school shopping is an added expense that can strain an already tight budget. Kmart's layaway program enables parents to reserve the must-have back-to-school supplies, pay in installments and pick up their items in time for the first day of school.

“We recognize many families may be unable to make the necessary back-to-school purchases without a proper plan in place. To alleviate some of this financial pressure, we encourage them to manage their budgets by taking advantage of Kmart's layaway plan,” said Mark Snyder, chief marketing officer, Kmart. “Kmart will continue offering services that ensure kids go back-to-school with everything they need to make their school year a success.”

Layaway has been a staple in many families for years, most popular during big shopping seasons such as the holiday season. Preparing for the upcoming school year should be no exception. Kmart is the one-stop destination for amazing quality and value and continues to be the only national discount department store that offers layaway as a shopping solution.

“As a mother of five school-aged children, Kmart's layaway program is essential as I prepare for back-to-school,” said Dee Dee Jackson, national president of Mocha Moms, Inc., a national non-profit that supports at-home mothers of color. “Layaway saves our family money because it allows us to plan and not overspend by making impulse purchases. It also saves us time because we aren't struggling to find things at the last minute.”

According to the National Retail Federation, the average family spends nearly \$600 on back-to-school supplies. To aid in this expense, in addition to offering its layaway services, Kmart will offer a different free item each week when customers make a \$15 purchase in school supplies:

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Kmart Layaway for Money-Smart Families Add One

- Now-August 1 receive a FREE color pencils
- August 1-8 receive a FREE 70-page theme book
- August 9-15 receive FREE Woodcase pencils
- August 16-22 receive FREE Kleenex
- August 23-29 receive a FREE Sharpie

“Kmart has proudly provided budget-conscious families with quality products and convenient services, such as layaway, for more than 40 years. We want to continue providing every resource possible for our customer to save money while fulfilling their school supply needs. Double coupon deals along with Layaway, allow our families to continue to embrace the excitement of the first day of school,” said Snyder.

About Kmart

Kmart, a wholly-owned subsidiary of Sears Holding 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 Holding Corporation website at www.searsholdings.com.

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