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FOR IMMEDIATE RELEASE**KMART'S LAYAWAY MAKES BACK-TO-SCHOOL SHOPPING
EASIER FOR BUSY MOMS**

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 moms to plan ahead for worry-free back-to-school shopping. Moms can use layaway to reserve "hot" back-to-school items early, pay over time and pick them up in time for 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."

Over the years, layaway has been an increasingly popular shopping option, enabling shoppers to pay over time without incurring interest debt. Using layaway can be done in four, easy steps:

1. Select items
2. Bring items to the Layaway counter and make a down payment
3. Make a payment every two weeks for up to eight weeks
4. Take items home after final payment is made, just in time for the school year

Kmart is the one-stop destination for amazing quality and value and is the only national discount department store that offers layaway as a shopping solution. Many families find Kmart's layaway program key to beginning a new school term.

"Because of my busy schedule, it is convenient to use Layaway in making my back-to-school purchases," said Elsa Rivas of Cathedral City, CA. "I am able to shop early and get first pick on everything my kids need for the school year. I have four school-aged children and it would be impossible for me to buy them everything they need at once. With Kmart layaway, I am able to spread my payments out over time, alleviating the stress of last-minute shopping."

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Kmart Layaway for Busy Moms Add One

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:

- 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 Jaelyn 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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