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Kmart Encourages Customers to “Share the Word”
Through in-Store Events, Online Initiatives and Exciting New Partnerships

HOFFMAN ESTATES, Ill., Jan. 29, 2009 – In celebration of Black History Month, Kmart today announced a series of events that will encourage customers to embrace everyday value and share this knowledge with others.

As part of an ongoing commitment to the African-American community, Kmart will be reaching out to customers where they live, in stores, and online through initiatives aimed to empower moms, heads of households and those who are making purchasing decisions during tight economic times.

In being Kmart Smart, customers can learn how to leverage Kmart’s services such as flexible payment options, including layaway and convenient shopping locations that help customers make smart choices and ensure their money is being well spent.

To help reach the African-American community, Kmart has developed a targeted 360-degree approach aimed at sharing a message of quality, exclusive services and smart prices during the month of February and continuing throughout the year. Kmart’s partnerships with Steve Harvey and Mocha Moms, Inc. help reach the community where they live, shop and surf online.

To kick off the partnership, Steve Harvey will make a special store appearance in Nashville, Tenn., on Feb. 6 and will host a second appearance in Atlanta, Ga., on Feb. 25. Through a partnership with Mocha Moms, Inc., a national non-profit organization for at home mothers of color, Kmart reaches mothers in their homes and delivers valuable financial tips and messages.

A special Web site – <http://www.kmart.com/sharetheword> – features financial tips to help customers start the New Year on the right track. Customers can find specially-tailored tips and guides that fit every financial lifestyle, including:

- Budding Entrepreneur – You’re a small business owner who knows your strengths and understands the important part of YOUR business is YOU.
- Fashionista – You rock a new outfit without rocking your budget.
- Frugalista – You know when it’s time for a bargain and you’re smart about making good buying decisions.
- Household Engineer – You are the master of your castle, always seeking value for every aspect of your home.
- College Student – You’re pursuing your dreams and learning how to do it all on a budget.

The Share the Word Web site also features an opportunity for customers to test their knowledge of Black History with online trivia challenges. Site visitors can also win prizes with the “Spin to

Win” instant win game, with a grand prize of tickets and round trip travel for two (2) to see Steve Harvey perform in New York City. Other prizes include Kmart gift cards, flat screen televisions, cameras and iPods. See <http://kmart.promo.eprize.com/sharetheword/> for official rules.

Kmart will also feature its partnership with The Steve Harvey Morning Show and the online component of the Share the Word program in Kmart circulars during the entire month of February. Circulars will direct consumers to the <http://www.kmart.com/sharetheword> Web site.

About Steve Harvey

While performing on television, Steve Harvey also had a popular daily morning radio show in Los Angeles and Dallas for five years. Throughout its tenure, he enjoyed impressive ratings, loyal listeners, chart-topping music artists, award-winning celebrities and American Idols. After completing seven years of the WB-TV’s “The Steve Harvey Show” and two seasons of the WB-TV’s “Steve Harvey’s Big Time Challenge,” Harvey decided to enter the world of syndicated radio.

Now based in New York City at WBLN, his radio show is syndicated by Premiere Radio Networks and airs on over 60 markets including nine of the top 12 markets from 6 to 10 a.m. Eastern time.

After selling out his 2007 national comedy tour, Steve Harvey has decided to get back on the road in 2008 and this time Mo’Nique has been added to select dates. Always known for his impeccable and undeniable style, designers on all fronts have joined forces with Harvey in the creation of “The Steve Harvey Collection” which features suits, shirts, ties, hats, accessories, shoes and watches.

A native of Cleveland, Ohio, and the youngest of five children, Harvey currently resides in New York City. He continues his unending pursuit and commitment to further opportunities in high schools throughout the country with generous contributions from the Steve Harvey Foundation.

About Mocha Moms

The mission and purpose of Mocha Moms, Inc. is to support and encourage women of color who are making parenting a priority in this season in their lives. Its platform includes strengthening marriages and families, promoting self care, strong educational foundations and volunteerism.

Today, the fast-growing national, non-profit organization has more than 100 chapters in 27 states throughout the country. Mocha Moms, Inc. welcomes people of all genders, religions, races, educational backgrounds, and income levels. Anyone who supports the mission of Mocha Moms, Inc. is welcome to join. Mocha Moms, Inc. has been featured on NBC Nightly News with Brian Williams, ABC’s Nightline, Good Morning America and The Oprah Winfrey Show, as well as in The New York Times, The Washington Post, The Los Angeles Times, Essence, Ebony and JET. For more information, visit www.mochamoms.org.

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.