

MEDIA CONTACTS:

Carolyn Goldberg
Euro RSCG Worldwide PR
212-367-6947
carolyn.goldberg@eurorscg.com

Tom Aiello
Sears Holdings
847-286-7387
TAIELL1@searshc.com

SAVVY MOMS-TO-BE CAN SHOP SMART WITH KMART'S LAYAWAY

Kmart Makes Mother's Day Gift Buying Easy and Affordable

Hoffman Estates, Ill. (Feb. 16, 2009) – While springtime is yet to be in the air, it's never too early to plan ahead for a baby's spring arrival and Mother's Day. From outfitting the nursery to outfitting the new baby, Kmart layaway is a smart option. Kmart layaway enables soon-to-be parents to reserve the must-have baby products, pay in installments and pick up the items in time for the arrival of the baby and to celebrate Mother's Day.

"Expectant parents have a lot on their minds preparing for their new additions. Kmart's layaway helps soon-to-be parents keep their budget in check as they plan to purchase the new baby's big-ticket items," said Mark Snyder, chief marketing officer, Kmart. "Our hope is that Kmart's layaway helps families to focus on their loved ones this Mother's Day, not the debt."

Kmart makes budget-conscious shopping for parents-to-be easy with a great value on everything for baby from cribs and strollers to diapering and nursery needs. Sale prices extend Sunday, Feb. 15 to Saturday, Feb. 28. Deals include:

- Delta Childrens Jasmine 5-in-1 Convertible Crib; reg. price \$279.99
- Evenflo Journey Premier Travel System; reg. price \$149.99, sale \$134.99
- Kolcraft Jeep Liberty Stroller; reg. price \$109.99, sale \$98.99
- Summer Infant Sweet Dreams Smart Solutions "Newborn-to-Toddler" High Chair; reg. price \$109.99, sale \$98.99
- Small Wonders Newborn Girl's and Boy's 6-piece sets; reg. price \$10.19
- Trend Lab Baby Tulip Velour Blanket; reg. price \$22.99
- 10% off all strollers, high chairs, car seats and swings

Mother's Day layaway options are not all that Kmart is providing to keep cash in expectant parents' pockets. Kmart's Double Coupon Event ensures double the savings from Sunday, Feb. 15 to Saturday, Feb. 28. Smart shoppers can bring in manufacturers' coupons and Kmart will double the face value – up to \$2. Some restrictions apply. See store for details.

"We want to provide every resource possible for our customers to save money but still enable them to give the best Mother's Day gifts. Double coupon deals along with layaway, allow our customers to embrace the excitement of the new baby," said Snyder.

Beginning on Sunday, Feb. 22, Kmart adds even more value to the Kmart shopping experience, both online and in-store. Kmart will start accepting Internet print-at-home coupons, allowing Web-friendly consumers the ability to locate coupons on Kmart.com and Coupons.com through easy-to-use Web pages. These sites will let consumers find coupons based on their geographic areas as well as offer tools to track total savings, coupon categories and brands. Coupons will be available on a wide selection of products storewide. Some restrictions apply. See store for details.

Shoppers can also find the latest Kmart shopping news by visiting Kmart.com.

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. Holdings' Web site at <http://www.searsholdings.com>.

###