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**Kmart Ushers in Season 2 of Bakugan Battle Brawlers With
Nationwide Bakugan Collector's Events**

Parents, kids and the young at heart, will enjoy exclusive events at Kmart

HOFFMAN ESTATES, III. (April 9, 2009) – To celebrate the kickoff of the Bakugan Battle Brawlers: New Vestroia, Season 2, Kmart will host nationwide Bakugan Collector's events this Saturday, April 11, 2009 at 9am local time. This exclusive opportunity gives Kmart customers access to new Bakugan characters and gaming accessories before they're available on shelves. This is also the first time Season 2 Booster Packs are available.

"The Bakugan Collector's events are a great opportunity for Bakugan enthusiasts to join Kmart and discover the most exciting new Bakugan Battle Brawlers," stated Philipp Elliott, chief toy merchant, Kmart. "Kmart intends to provide unique toy experiences that engage children and parents with one-of-a kind events – focusing on popular toys like Bakugan."

This experience is the first of its kind for Bakugan, and is exclusive to Kmart. "We are excited to team up with Kmart to host these unique Bakugan collector's events," stated Donna MacNeil of Spin Master Ltd. "Kmart's experience in hosting these types of collector's events shows how well they understand what kids get excited about and how to making shopping a great day of fun."

Bakugan is the first collectible trading card game that is combined with collectable transforming action figures. Bakugan has re-energized boys' action toys and has quickly become a favorite game and action figure collectable with boys around the world. It was the undisputed breakout hit of the toy industry in 2008, and this year, the Bakugan phenomenon is expected to reach even greater heights.

This spring marks the launch of Season 2: New Vestroia of the hit TV show Bakugan Battle Brawlers - and its new line up of Bakugan action figures and gaming accessories. The Season 2: New Vestroia line of Bakugan toys will introduce exciting new characters and G-Power levels, attack skills, strategic rules and other game enhancements, as well as new accessories and trading cards that will transform the way Bakugan is played.

The Bakugan collector's events will take place at 9am local time at participating Kmart stores. Customers should call ahead to their local Kmart to confirm participation. Visit my.bakugan.com for more information.

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.

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ABOUT SPIN MASTER LTD.

A multi-category children's entertainment company since 1994, Spin Master has been designing, developing, manufacturing and marketing consumer products for children around the world and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as boy's action phenomena and 2009 Toy of the Year winner Bakugan Battle Brawlers™, 2008 Toy of the Year winner Air Hogs®, Aquadoodle™, Tech Deck™, and Moon Sand™. The company has also marked an entry into children's media with the launch of Spin Master Entertainment, a division focusing on the design, development and production of television and other media properties. Spin Master employs over 600 people with offices in Toronto, Los Angeles, Paris, London, Hong Kong and Mexico. For additional information please visit: www.spinmaster.com.

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