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FOR IMMEDIATE RELEASE**KIDS ROCK BACK TO SCHOOL 2009 WITH KMART**

Kmart's back-to-school line-up offers savings, value and programs for kids, parents and teachers

Hoffman Estates, Ill. (July 29, 2009) – Just in time for the school bell to ring; [Kmart](#) is giving kids, parents and teachers the right supplies to go back to school and stretch their dollars. From stylish fashions and a “Be a Schoolebrity” sweepstakes, to deep discounts and Layaway, Kmart is the one-stop destination to rock this year's back-to-school essentials.

“Kmart is committed to providing our customers with the best values as they prepare for back-to-school – without having to compromise on quality,” says Mark Snyder, Kmart's chief marketing officer. “Kmart realizes that these tough economic times are not over just yet, and it's important for kids to go back to school with everything they need to make their school year a success.”

Fashion + Cool = Schoolebrity

To kick the season off right, Kmart is giving students the chance to “Be a Schoolebrity” with cool fashions and school supplies to rock their school year. Now through Sept. 7, tweens and teens between the ages of eight and 14 can enter for a chance to win a visit at their school from a Nickelodeon celebrity who will take them on the ultimate back-to-school shopping spree or win one of hundreds of other great prizes. The Grand Prize winner will also receive a trip for four to Los Angeles for the true star treatment and a tour of Nick on Sunset studios.

Tweens can enter the sweepstakes by picking up a mail-in entry form at their local Kmart store or by visiting www.kmart.com/schoolebrityrocks. The Schoolebrity Web site also features Mash-up games, a Mix and Mash Dress-up Avatar, and the latest back-to-school looks on the Wowdrobe page. Tweens can share the latest styles from Kmart and the games with their friends.

Great Offers + Smart Planning = Savings

Parents and teachers can look to Kmart to make budget-conscious shopping easy with great values on the latest styles and school supplies. What's more, Kmart Layaway allows customers to purchase items, pay for them over time and pick them up for the start of the school year.

In addition to Layaway, Kmart is offering amazing deals on school supplies, kids' clothes and storewide offers. Parents can checkout the cool fashions and amazing deals at www.kmart.com/schoolebrity along with weekly discounts and specials at Kmart.com.

Through the end of August, Kmart will offer a different free item each week when customers purchase \$15 of school supplies:

- Now through Aug. 1 receive *Free* color pencils
- Aug. 1-8 receive a *Free* 70-page theme book
- Aug. 9-15 receive *Free* Woodcase pencils
- Aug. 16-22 receive *Free* Kleenex
- Aug. 23-29 receive a *Free* Sharpie

“So, parents who are planning for their family to go back-to-school and teachers who are stocking their classrooms, can stretch their dollar with Kmart's weekly school supplies ‘freebies,’” said Snyder.

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About "Be A Schoolebrity" Sweepstakes

Enter for a chance to win! One Grand Prize*: A visit at your school from a Nickelodeon celebrity and the ultimate shopping spree PLUS a trip for four to Los Angeles for the true star treatment and a tour of Nick on Sunset studios! 1st Prize**: A trip for four to Nickelodeon Universe at Mall of America® and 100s of other prizes***! Sweepstakes starts 12:01:00 AM (ET) on 7/26/09 and ends 11:59:59 PM (ET) on 9/7/09. For Official Rules and prize details, visit a participating Kmart store or www.kmart.com/schoolebrity/rules.htm. Be sure to pick up an entry form at any Kmart store and mail it in, or go to www.kmart.com/schoolebrity to enter today! Get more back-to-school fashion, fun and games at www.kmart.com/schoolebrity.

Kmart Schoolebrity Sweepstakes Official Rules: NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Void where prohibited. Open to persons who are, as of entry, 8-14 years of age or who are a parent/legal guardian of a child/children who are 8-14 years of age as of entry; legal residents of, and physically located within, the 50 U.S., D.C., U.S.V.I. or Puerto Rico. **Sweepstakes starts 12:01:00 AM (ET) on 7/26/09 and ends 11:59:59 PM (ET) on 9/7/09.** For Official Rules and prize details, visit a participating Kmart store or www.kmart.com/schoolebrity/rules.htm. Sponsor: Sears, Roebuck & Co., 3333 Beverly Road, Hoffman Estates, Illinois 60179. ©2009 Viacom International. *Grand Prize ARV: \$22,800. **First Prize ARV: \$4,600. ***200 Second Prizes – a gift bag filled with assorted merchandise. ARV: \$160 ea. 20 Third Prizes – a \$100 Kmart Gift Card. ARV: \$100 each.

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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