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## **FOR IMMEDIATE RELEASE:**

### **Kmart to Unveil New Jaclyn Smith Home Collection**

*Celebrity Partnership to Extend Beyond Apparel to Enhance Kmart as a Soft Home Destination*

**Hoffman Estates, IL (August 20, 2008)** – Combining elegance and sophistication with contemporary materials and modern design, Jaclyn Smith is set to debut a new line of bed and bath fashions at Kmart. The nationwide retailer announced today that its successful, 20-year partnership with Jaclyn Smith will now include the Jaclyn Smith Home Collection, available in stores and online beginning September 9. As the perfect complement to the already successful Jaclyn Smith apparel line, the Jaclyn Smith Home Collection will embody a fresh, simple, modern look while still maintaining the timeless beauty and quality that have long been trademarks of the Jaclyn Smith brand.

One of the first celebrities to ever partner with a mass retailer, Jaclyn Smith distinguished herself in fashion by helping customers express a personal sense of style at affordable prices. Echoing that longstanding commitment in apparel, Jaclyn's home line will build on three of her signatures: impeccable taste; unquestionable standards; and a reputation for uncompromising attention to detail.

"My new home collection offers an easy way to make a great impression – time after time, all at a sensible price," said Jaclyn Smith. "I love to see people live beautifully, an ideal that has nothing to do with money. Living beautifully is about comfort and style. Kmart allows me to make that possible for my customers."

Since fall 2007, Kmart has re-focused efforts on expanding its soft home offerings to establish itself as the quality, style and value leader in the home décor marketplace. The Jaclyn Smith Home Collection line in both Traditional and Today styles joins a large portfolio of existing soft home products as well as the newly launched Cannon line. It is just one of many new merchandise roll-out options customers will enjoy over the next two years.

"The debut of the new Jaclyn Smith Home Collection marks an exciting time at Kmart," said Doug Wurl, VP/GMM of Home Fashions at Sears Holdings. "Introducing this new brand for the home allows us to bring the outstanding values in traditional and transitional lifestyle products that our customers have been asking for."

The fall collection will feature four bedding ensembles with coordinating bath in patterns named Spring Shadows, Willow, Tribeca, and Gridlock. To view images of the line, please visit our media site at SearsMedia.com: [http://www.searsmedia.com/tools/gallery/jaclyn\\_smith\\_home.jsp](http://www.searsmedia.com/tools/gallery/jaclyn_smith_home.jsp)

## **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 website at [www.kmart.com](http://www.kmart.com) <<http://www.kmart.com>> or the Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com). <<http://www.searsholdings.com>>