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COUNTRY LIVING *Sears*

COUNTRY LIVING COLLECTION TO DEBUT IN KMART AND SEARS STORES NATIONWIDE SEPTEMBER 2009

HOFFMAN ESTATES, Ill. and New York (September 8, 2009) – The *Country Living* Collection, a new line of home fashions with heirloom appeal, will make its debut this week in more than 1,200 Kmart stores and 500 Sears stores across the country. The collection includes a comprehensive assortment of over 700 home products that re-define country style, including bedding and bath, tabletop, furniture and home décor—all priced accessibly from \$3.99 for candles to \$349 for dining furniture.

The *Country Living* Collection features a fresh mix of modern and traditional design focusing on quality craftsmanship and comfort. Finding inspiration from the pages of the magazine, the line marries old and new in a variety of textures and patterns. Rustic dinnerware, quilted bedding and Egyptian cotton looped towels are some of the featured items that will add a classic country feel to any modern home.

“*Country Living*’s readers are passionate about their surroundings and how they entertain,” said Editor-in-Chief Sarah Gray Miller. “They value attainable luxury, quality, authenticity and comfort – all of which are reflected in our new home collection.”

Glen Ellen Brown, vice president, Hearst Brand Development added: “We are thrilled to introduce the *Country Living* Collection to millions of consumers who want to personally experience the Country Living brand. The complete collection focuses on high-quality craftsmanship combined with seldom-seen artisan details. The line makes it easy to create a highly individual ‘collected’ look that reflects your personal style.”

The *Country Living* Collection will offer four distinct looks: Modern Countryside, Blue & White, Red & White, and Faded Antique. Each will span traditional and modern country sensibilities. Highlights from the collection include:

Fashion Bedding

- The largest category features comforter sets, quilts, decorative pillows, throws, and 400 thread count sheets made of 100% Egyptian cotton with fine detailing including eyelet and crochet trim or 600 thread count sheets made of 100% Egyptian cotton. (priced \$14.99 - \$169.99)

Kitchen Textiles

- Table runners, table cloths, placemats, chair pads, napkins, aprons and kitchen towels which are thoughtfully completed for durability and design with rick-rack trim, reversible patterns, and crocheted edges. (priced \$2.99 - \$16.99)

Tabletop collections

- A range of aesthetics including traditional and non-traditional patterns, as well as four core groups designed to mix and match with the fashion dinnerware. Plus, elegant oven-to-table serving pieces. (priced \$3.99 - \$24.99)

Bath collection

- Towels, bath sheets, washcloths, and hand towels in a wide range solid colors and patterns. All are made of Egyptian lopped cotton to ensure they are both soft and absorbent. (priced \$6.99 - \$14.99)

Furniture

- All furniture is ready to assemble and created with sturdy wood construction, antique nickel hardware, nail head tacking, and linen upholstery showcasing intricate moldings and fluted details to give each piece an heirloom presence. (priced \$79.99 - \$279.99)

“The addition of Country Living to our portfolio increases the options available to our Sears and Kmart customers in both look and style, and in a broader range of products that our customer has already told us she wants,” said Doug Wurl, VP/GMM, SHC Home Fashions. “The magazine’s reach, coupled with the accessibility of our stores and online channels, create the potential for a true national brand with elevated design sensibilities and enormous appeal.”

The number one selling home magazine on newsstands, *Country Living* reaches more than 11 million consumers per month with approachable lifestyle content on decorating, gardening, entertaining, travel and more. Launching this month, please visit www.countrylivinghome.com for more information on the Country Living Collection.

About Sears Holdings Corporation

Sears Holdings Corporation is the nation's fourth largest broadline retailer with approximately 3,900 full-line and specialty retail stores in the United States and Canada. Sears Holdings is the leading home appliance retailer as well as a leader in tools, lawn and garden, home electronics and automotive repair and maintenance. Key proprietary brands include Kenmore, Craftsman and DieHard, and a broad apparel offering, including such well-known labels as Lands' End, Jaelyn Smith and Joe Boxer, as well as the Apostrophe and Covington brands. It also has Martha Stewart Everyday products, which are offered exclusively in the U.S. by Kmart. We are the nation's largest provider of home services, with more than 12 million service calls made annually. Sears Holdings Corporation operates through its subsidiaries, including Sears, Roebuck and Co. and Kmart Corporation. For more information, visit Sears Holdings' website at www.searsholdings.com.

About Country Living

Launched 30 years ago, *Country Living* (www.countryliving.com) is the No. 1 selling shelter magazine at newsstand and, through its editorial content and design, encourages readers to “come home to comfort.” The magazine focuses on a variety of topics including decorating, antiques, cooking, travel, remodeling and gardens. In addition to its U.S. flagship, *Country Living* publishes a United Kingdom edition. *Country Living* is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com) and one of the world’s largest publishers of monthly magazines, with nearly 200 editions around the world, including 15 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (73.4 million total adults, according to MRI, Spring 2009).

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