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**FOR IMMEDIATE RELEASE**

**KMART MAKES GIVING DISNEY-THEMED GIFTS EASY THIS HOLIDAY SEASON**  
*Thousands of gifts for all ages in one convenient place*

**Hoffman Estates, Ill., (October 31, 2008)** – Kmart has ramped up its selection of Disney-inspired items for the holidays to delight gift givers and gift getters of all ages. The extensive selection at Kmart makes shopping for the season's hottest Disney products easy, convenient and fun.

With more than 10,000 Disney-inspired items available throughout Kmart stores and several thousand on [kmart.com/disney](http://kmart.com/disney), moms, grandparents and siblings alike will be able to find the gifts kids want most, featuring favorite Disney characters like Winnie the Pooh, Disney Princess, Disney Fairies, and characters from the Disney-Pixar film Cars, as well as products inspired by Disney Channel hits *Hannah Montana*™ and *High School Musical*.

Kmart offers many sought-after Disney products including the Handy Manny Fix-It-Right Transforming Tool Truck which has been singled out as a top pick in *TimeToPlayMag.com's "Editor's Picks,"* and the *Toy Insider's "Hot 20,"* as well as High School Musical 3: Senior Year Singing Dolls and the stunning Hannah Montana Holiday Doll. Several Disney products are combined with exclusive Kmart promotional offers throughout the holiday season. Past weekly offers found only at Kmart included:

- Free Sleeping Beauty Teapot Play Set (\$14.99 value) when you buy Walt Disney's Sleeping Beauty DVD or Blu-Ray and Mattel Magic Fairy Lights Sleeping Beauty Doll
- First ever Disney: Pixar Cars-themed collector event – perfect for young kids starting their very own collection
- Save \$10 instantly when you buy Tinker Bell Disney on DVD (\$19.99) or Blu-ray and Tinker Bell 15" doll (sale price \$12.99; offer valid 10/28/08 – 11/1/08).

Many more Disney products and offers across a variety of Disney characters will be featured in the Nov. 2 Kmart circular and in the upcoming Kmart circulars in November and December.

"The 2008 suite of Disney products are a great way to celebrate the holidays and we are proud to offer these products to our value-conscious customers," said Kmart CMO, Mark Snyder. "Kmart is the convenient place for an extensive selection of Disney items at affordable prices for every shopper and can be found in all sections of the store including Toys, Kids Apparel, Home, Electronics and more".

Kmart has created a Disney shop at [Kmart.com](http://Kmart.com) that showcases a breadth of Disney products inspired by the Disney characters that kids and families want most. Kmart and Kmart.com shoppers can browse at their local Kmart store or online at [Kmart.com/disney](http://Kmart.com/disney).

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