

MEDIA CONTACT:

Shannelle Armstrong
Sears Holdings
(847) 286-0715
shannelle.armstrong@searshc.com

Carolyn Goldberg
Euro RSCG Worldwide PR
(212) 367-6947
carolyn.goldberg@eurorscg.com

KMART MAKES HOLIDAY SHOPPING EASIER, MORE CONVENIENT AND MORE AFFORDABLE FOR CUSTOMERS

The retailer responds to customer needs with “Better Than Black Friday” doorbusters, online layaway, extended holiday hours and more

Hoffman Estates, Ill. (Nov. 3, 2009) — [Kmart](#) is celebrating the holiday season by providing customers with tools that make holiday shopping easier and more accessible through “Better than Black Friday” and “Blue Friday” doorbusters, layaway (both in store and online), extended store hours, as well as the chance to win fantastic prizes as part of the “Christmas Countdown” sweepstakes.

This year, Kmart is painting Black Friday blue with “Blue Friday” specials. “Blue Friday” specials will be available once the doors open on Friday, Nov. 27, and more deals will be announced throughout the day.

But, customers don’t have to wait until then to start saving, because Kmart has great “Better than Black Friday” doorbusters now! Starting Nov. 6 and each Friday through “Blue Friday” (Nov. 6, 13, 20), shoppers can find the fantastic products and the value they need. From great prices and selection on toys, like Kmart’s Fab 15 toys, video games and electronics — Kmart is the kids headquarters this year.

“Better than Black Friday” doorbusters include a wide range of products from home electronics and the latest fashions, to home appliances and tools. A sample of Kmart’s “Better than Black Friday” doorbusters include (while supplies last):

- \$15 Protégé Boys Basketball Shoes
- 50 percent off Little Letters Learning Laptop
- \$6.99 Men’s Basic Editions Jeans
- 25 to 33 percent off General Electric Trees

“Kmart continues to look for ways to improve the lives of our customers by providing tools that make their holiday shopping easier and more accessible,” said Mark Snyder, Kmart’s chief marketing officer. “From offering layaway to our unbeatable ‘Better than Black Friday’ and ‘Blue Friday’ doorbusters and extended hours, we are doing our part to make it easy for our customers so they can enjoy a wonderful holiday season.”

Beginning Nov. 1, Kmart is also offering customers the chance to win fantastic prizes as part of the “Christmas Countdown” sweepstakes taking place during the 55 days of the holiday season.

Customers can take advantage of [layaway](#) at Kmart, which is available in store and online, making it easy for them to reserve great merchandise now — including all “Better than Black Friday” and “Blue Friday” specials — pay in installments and pick up items just in time for Christmas. Layaway is not only a great way to start shopping early and find great selections at Kmart; it also allows customers to spread their payments over time and better plan their spending. The program allows consumers to make bi-weekly payments over the course of eight weeks.

For holiday shoppers who want to beat the “Blue Friday” rush, select Kmart stores nationwide will once again be open on Thanksgiving Day, Thursday, Nov. 26, from 7 a.m. until 9 p.m. local time.

For more information, please visit www.kmart.com.

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, County Living and Route 66. For more information visit the company's website at www.kmart.com or the Sears Holdings Corporation website at www.searsholdings.com.

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