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**SEARS GIFT CARDS TAKE THE GUESS WORK OUT OF GIFT GIVING**

*With a wide range of merchandise, anyone can find what they're looking for on their wish list at Sears, Kmart or Lands' End*

**Hoffman Estates, Ill., (December 3, 2008)** – Once again this holiday season, gift cards are more popular than ever, edging out books/CDs/DVDs, clothing and electronics. According to a recent survey from the National Retail Federation\*, more than half (54.9%) of consumers said they'd prefer to receive a gift card or gift certificate, making gift cards the number one gift choice for the holidays.

Sears gift cards make it easy to purchase, activate remotely and select from a wide range of merchandise. Recipients can choose from toys and tools to home or apparel both in-store and online at not one, but three different retailers – Sears, Kmart and Lands' End.

"Based on customer interest, Sears and Kmart gift cards are expected to continue to be a popular item this holiday season. Customers want and are asking for the choice to select their own gift and we offer more than four million choices for them to find that perfect gift," said Michael Biafore, divisional vice president – gift cards, Sears Holdings. "All our gift cards are reloadable, do not expire, and do not have any activation or dormancy fees. In addition, balances can be tracked via phone or online at sears.com."

Gift givers can also purchase the gift cards online at sears.com, kmart.com or landsend.com and either send the gift card via U.S. mail or send an eGift card. The eGift Card arrives by email within a few hours and there's no shipping charge.

Gift cards can be purchased in amounts of from \$5 to \$500. There is a variety of exciting designs, from holiday themed with an ornament and bow, a Merry Christmas or Feliz Navidad message, to this year's special LL Cool J gift card that commemorates the music icon's apparel line at Sears.

All Sears, Lands' End or Kmart gift cards can be redeemed at any of the more than 3,800 Sears, Kmart or Lands' End locations nationwide, online at each retailer's Web site, or via phone.

The Sears gift cards can be activated online at anytime to give the gift giver the option to pick up the card in-store and activate it remotely when they are ready to give their gift.

\*Source: BIGresearch Consumer Intentions and Actions Survey, October 2008 (9/30-10/7), 8117 respondents.

**About Sears, Roebuck and Co.**

Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a leading broadline retailer providing merchandise and related services. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through more than 2,400 Sears-branded and affiliated stores in the United States and Canada, which includes approximately 926 full-line and 1,100 specialty stores in the U.S. Sears, Roebuck also offers a variety of merchandise and services through sears.com, landsend.com, and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, DieHard and Lands' End -- among the most trusted and preferred brands in the U.S. The company is the nation's largest provider of home services, with more than 13 million service calls made annually. For more information, visit the Sears, Roebuck website at [www.sears.com](http://www.sears.com) or the Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com).

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