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FOR IMMEDIATE RELEASE**KMART AND NICKELODEON OFFER THE CHANCE TO “BE A SCHOOLEBRITY”**

Only Four More Days Left to Enter for a Chance to Win a Shopping Spree and Other Back-to-School Prizes

Hoffman Estates, Ill. (Sept. 3, 2009) – The mystery has been solved! Today, [Kmart](#) announced that seventeen-year-old actress and singer Jennette McCurdy is the celebrity behind the retailer’s “Be a Schoolebrity” back-to-school sweepstakes. McCurdy will surprise the grand-prize winner at school and then accompany him or her on the ultimate Kmart shopping spree. With only four days left to enter, moms can pick up a mail-in entry form at their local Kmart store or enter their tweens at www.kmart.com/schoolebrity.

Since 2007, McCurdy has starred on the top-rated Nickelodeon® television show, *iCarly*. McCurdy plays Sam Plunkett, Carly’s best friend. McCurdy has also guest starred on a number of other television series, including *Malcolm in the Middle*, *Zoey 101*, *Will & Grace*, *Law & Order: Special Victims Unit* and *True Jackson, VP* among others.

“Going back to school is a really exciting time of year and I know I love going shopping for new clothes, supplies, and really getting a fresh start,” says McCurdy. “I am very excited to be a part of the Kmart ‘Be a Schoolebrity’ sweepstakes! I can’t wait to surprise the winner at school and then spend the day shopping together.”

Now through Sept. 7, tweens and teens between the ages of eight and 14 can enter for a chance to win a visit at their school from McCurdy who will take them on the ultimate back-to-school shopping spree. The Grand Prize winner will also receive a trip for four to Los Angeles for the true star treatment and a tour of Nick on Sunset studios.

“Kmart is thrilled to reveal Jennette McCurdy as the celebrity behind our ‘Be a Schoolebrity’ sweepstakes,” says Mark Snyder, vice president, chief marketing officer, Kmart. “We want every student to start the year off with the best fashions and supplies that they need. This sweepstakes give us the chance to engage teens with our brand, while adding a little bit of fun to the start of a new school year.”

McCurdy will also be tweeting about the Kmart “Be a Schoolebrity” sweepstakes. Tweens can follow her on Twitter at [@jennettemccurdy](https://twitter.com/jennettemccurdy).

The Schoolebrity Web site features online Mashup games, a Mix and Mash Dress-up Avatar, and the latest back-to-school looks at the Wowdrobe page. Tweens can share the latest styles from Kmart and the games with their friends at www.kmart.com/schoolebrityrocks.

For more information visit www.kmart.com/schoolebrity.

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 Web site at www.kmart.com or the Sears Holdings Corporation Web site at www.searsholdings.com.

About Jennette McCurdy

Since 2007 McCurdy has starred in the popular Nickelodeon show *iCarly*, as Sam Puckett, Carly’s best friend. On August 10th, 2009, McCurdy was nominated for a 2009 Teen Choice Award in the Favorite TV Sidekick category for her work on *iCarly*. She was nominated in 2008 for a Young Artist Award for her work on *iCarly*, and for her

performance as Dory Sorenson in the TV movie The Last Day of Summer. McCurdy has also guest starred in a number of other television series, including Malcolm in the Middle, Zoey 101, Will & Grace, Strong Medicine, Law & Order: Special Victims Unit, and True Jackson VP.

About "Be A Schoolebrity" Sweepstakes

Enter for a chance to win! One Grand Prize*: A visit at your school from a Nickelodeon celebrity and the ultimate shopping spree PLUS a trip for four to Los Angeles for the true star treatment and a tour of Nick on Sunset studios! 1st Prize**: A trip for four to Nickelodeon Universe at Mall of America® and 100s of other prizes***! Sweepstakes starts 12:01:00 AM (ET) on 7/26/09 and ends 11:59:59 PM (ET) on 9/7/09. For Official Rules and prize details, visit a participating Kmart store or www.kmart.com/schoolebrity/rules.htm. Be sure to pick up an entry form at any Kmart store and mail it in, or go to www.kmart.com/schoolebrity to enter today! Get more back-to-school fashion, fun and games at www.kmart.com/schoolebrity.

Kmart Schoolebrity Sweepstakes Official Rules: NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Void where prohibited. Open to persons who are, as of entry, 8-14 years of age or who are a parent/legal guardian of a child/children who are 8-14 years of age as of entry; legal residents of, and physically located within, the 50 U.S., D.C., U.S.V.I. or Puerto Rico. **Sweepstakes starts 12:01:00 AM (ET) on 7/26/09 and ends 11:59:59 PM (ET) on 9/7/09.** For Official Rules and prize details, visit a participating Kmart store or www.kmart.com/schoolebrity/rules.htm. Sponsor: Sears, Roebuck & Co., 3333 Beverly Road, Hoffman Estates, Illinois 60179. ©2009 Viacom International. *Grand Prize ARV: \$22,800. **First Prize ARV: \$4,600. ***200 Second Prizes – a gift bag filled with assorted merchandise. ARV: \$160 ea. 20 Third Prizes – a \$100 Kmart Gift Card. ARV: \$100 each.

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