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KMART ANNOUNCES “Wish & You Could Win” CONSUMER PROMOTION

Weekly Prizes, Special Offers and a Wide Range of over 10,000 Disney Items Gives Kmart Shoppers More Reasons to Shop Kmart

Hoffman Estates, Ill. (November 7, 2008) – This holiday season, Kmart has ramped up its selection of Disney-inspired items for the holidays and is now offering shoppers a chance to win more than 1,000 prizes through the “Wish & you could Win” sweepstakes, available exclusively at Kmart and kmart.com.

The sweepstakes promotion will run for seven weeks from November 2 to December 24, 2008, at which time customers can enter for a chance to win one of seven grand prizes, one winner every week for seven weeks. Additionally, customers will enjoy savings through Kmart’s exclusive holiday offerings. Plus there will be hundreds of exciting weekly prizes including \$200 Kmart gift cards, a unique assortment of Disney collectibles and more.

The “Wish & you could Win” Grand Prizes feature four amazing Disney-themed experiences that customers can choose from every week:

- Complete Disney on Broadway Getaway
- Disney on Ice VIP Experience
- The Ultimate Disney Bedroom Makeover
- Disney Home Theater Package

In addition to the “Wish & you could Win” sweepstakes, Disney lovers can find more than 10,000 Disney-inspired items at Kmart, featuring favorite Disney characters like Winnie the Pooh, Disney Princess, Disney Fairies, and characters from the Disney·Pixar film *Cars*, as well as product inspired by Disney Channel hits *Hannah Montana*™ and *High School Musical*. Disney products can be found throughout Kmart stores in the areas of Toys, Electronics, Apparel, Home, Stationery and Health and Beauty.

“Kmart is excited to combine the value and selection we offer year-round with the spirit of the holidays with our “Wish & you could Win” sweepstakes,” said Mark Snyder, Kmart CMO. “In an economy where everyone is watching their budget, Kmart is giving back to its shoppers with special offers and coupons for added savings while our friends at Disney add their touch of holiday magic with amazing prizes to win.”

How it Works

Anyone residing in any of the 50 states, Guam, Puerto Rico and the U.S. Virgin Islands who is 18 or older can enter at a local Kmart store or online at www.kmart.com/disney, and choose one of four amazing “Wish & you could Win” Grand Prizes. Registrants can also win a Kmart-exclusive prize from more than thousands of exciting prizes. No purchase necessary and there is no entry limit to the Kmart “Wish & you could Win” sweepstakes, so customers can enter as often as they like to increase their chances of winning. Customers can also sign up to receive special coupons and offers that can be redeemed either in-store or online for additional value. Customers are encouraged to visit www.kmart.com/disney every week to check out the sweepstakes microsite as the special coupons and offers get updated every week.

And with Kmart offering a layaway option for the 2008 holiday season, it’s never been a better time to go out and shop! Holiday layaway merchandise must be picked up by December 5, 2008. Additionally, beginning on November 16, Home Electronics items in excess of \$200 cannot be placed in layaway. Layaway fees do apply and layaway is not available at all Kmart stores. See kmart.com/layaway for more details.

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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 or the Sears Holdings Corporation website at www.searsholdings.com.

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