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**FOR IMMEDIATE RELEASE****KMART INVITES WOMEN TO *SHARE THE WORD*  
IN HONOR OF BLACK HISTORY MONTH**

*Women celebrate their individuality and share tips on beauty and wellness through social media*

**HOFFMAN ESTATES, Ill., (Feb. 4, 2010)** – Kmart is honoring the uniqueness of African-American women with the launch of its *Share the Word* program during Black History Month. The retailer will host in-store celebrity visits and tap into various social media platforms, as part of its month-long effort to engage Black women and celebrate their beauty, both inside and out.

Now in its third year, the 2010 *Share the Word* program has been designed to address the interests and concerns women have about their personal beauty and wellness. As part of the activities in February, *Share the Word* will include a Web site with access to timely discussions on issues of health and beauty, ongoing Facebook posts to update followers on the program and a dedicated thread of conversations on Twitter through a special #SharetheWord hash tag.

"We want this year's *Share the Word* program to speak to individual beauty and uniqueness," said Mark Snyder, chief marketing officer, Kmart. "Throughout the month, people can visit their local Kmart store or interact on our social networking channels to learn about our commitment to the needs and interests of our customers."

To supplement the active social media element of *Share the Word*, Kmart will also tap into the support of celebrity beauty and wellness experts to speak directly to customers through in-store visits:

**ATLANTA, Kmart, 230 Cleveland Ave., SW (Feb. 8):** Comedian and author of the best-selling book *Act Like A Lady, Think Like A Man*, Steve Harvey will promote relationship wellness by lending his advice and providing his personal insight about men, women and relationships.

**CHICAGO, Kmart, 4101 W. 95<sup>th</sup> Street, Oak Lawn (Feb. 27):** Celebrity hair stylist Johnny Wright brings the expertise he's gained on his path from the runway to the White House. Wright, stylist to notable women such as First Lady Michelle Obama, actresses Vivica Fox and Lauren London, will offer his favorite healthy hair tips, provide hair assessments and make suggestions to Kmart customers.

Both events will feature giveaways and raffles of products that promote overall wellness in the lives of Kmart customers.

Through the 2010 *Share the Word* program, Kmart pays tribute to its African-American audiences, placing a focus on timely beauty and wellness issues, while encouraging our customers to celebrate diversity.

For more information, visit [www.kmart.com/sharetheword](http://www.kmart.com/sharetheword).

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