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**KMART AND SELENA GOMEZ ANNOUNCE APPAREL COLLECTION**  
*Dream Out Loud by Selena Gomez will be available exclusively at Kmart in July*

**Hoffman Estates, Ill. (March 29, 2010)** – **Kmart** is pleased to team up with actress, singer and icon Selena Gomez. Kmart and Gomez, along with her master licensee Adjmi Cynosure Holdings, will launch “Dream Out Loud” by Selena Gomez, a fashion collection geared to juniors. The collection of value-priced fashions inspired by Gomez’s signature style will be available at Kmart stores and Kmart.com at the end of July, 2010. The collection will include junior sportswear, handbags, belts, scarves, hats, hair accessories, socks/hosiery, and—arriving in October—footwear.

“Selena Gomez is a positive role model for teens and her fans all over the world look to her for style inspiration,” said John Goodman, executive vice president, SHC Apparel and Home Fashions. “We are delighted to offer our customers the opportunity to emulate her style with affordable apparel and footwear options.”

Selena Gomez has become one of the most sought-after young stars today. She graces television screens every week on her Disney Channel series “Wizards of Waverly Place” and will next be seen on the big screen in the FOX feature film “Ramona and Beezus.” Gomez has comfortably segued into the music industry with the release of her first CD, “Kiss & Tell” for Hollywood Records, which just went gold.

In addition to acting and singing, she has started her own production company, July Moon Productions. Giving back has always been something very important to Selena and last year she was named as the youngest UNICEF Ambassador in the United States. In April, Gomez will begin production on another feature film for FOX entitled “Monte Carlo” opposite Nicole Kidman, and she is in the early stages of working on her sophomore CD.

“I am proud to be able to join forces with Kmart to release my own fashion collection!” said Selena Gomez. “This has been a dream of mine for as long as I can remember and I feel privileged to be able to give the consumer great product at a great value.”

The “Dream Out Loud” collection demonstrates how easy, affordable and fun it is to express your personality through feminine fashion. The collection of affordable mix-and-match fashions will be available just in time for back-to-school shopping.

**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).

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