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CONSUMERS ARE PLANNING TO MAKE EASTER A LITTLE SWEETER THIS YEAR BY SPENDING MORE ON GOODIES FOR THEIR EASTER BASKETS

Kmart is Making Easter More Fun with Great Deals for the Entire Family

Hoffman Estates, Ill. (March 30, 2010) – According to a recent survey conducted by the National Retail Federation (NRF)¹ consumers are planning to spend more this year on candy and gifts for their Easter baskets. They also plan to spend as much, or slightly more, on Easter apparel and decorations, with the majority (65 percent) of them looking to do so at discount retailers.

This Easter, Kmart is springing into action making shopping easy, fun and affordable for the entire family. With great values on everything from kids' Easter apparel and baskets to candy and decorations, customers will spend less time hunting for bargains and more time with family and friends. From now through April 3, customers can enjoy deals on popular Easter items including:

- Holiday Editions Girls' Dresses (size 4-16)
- Holiday Editions Boys' Shirt and Tie Sets (size 4-16)
- Holiday Editions Boys' Dress Pants (size 4-16)
- Pre-filled Easter baskets

"For many, Easter marks the beginning of spring – a time when families come together to celebrate and, if the weather is nice, enjoy some time outdoors with their loved ones," said Mark Snyder, chief marketing officer, Kmart. "From our exclusive brands, to great deals on Easter goodies, Kmart is the one-stop destination for all of your Easter shopping."

In addition to Easter deals, customers can take advantage of Kmart Layaway – online and in store – by planning ahead for summer and reserving 'hot' items including patio sets and outdoor grills, pay over time and pick them up when they are ready to put them to use.

Kmart customers can also take advantage of the retailers' Shop Your Way Rewards program. Shop Your Way Rewards allows customers to earn rewards toward purchases regardless of their method of payment – cash or credit. The rewards are issued within 48 hours of earning and there is no threshold that needs to be met in order to receive rewards. The rewards are stored on the Shop Your Way Rewards Card and members can redeem rewards where and how they desire. While many loyalty programs are tied to credit card purchases, Sears and Kmart recognize the importance of giving their customers the choice to shop their way and still earn benefits.

For more information including store hours and the latest Kmart shopping news, customers can visit Kmart.com.

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

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¹ NRF's 2010 Easter Consumer Intentions and Actions Survey, March 2010