

MEDIA CONTACTS:

Shannelle Armstrong
Sears Holdings
847.286.0715
Shannelle.Armstrong@searshc.com

Leah Linder
Euro RSCG Worldwide PR
212.367.6820
leah.linder@eurorscg.com

**KMART OFFERS CUSTOMERS BROAD SPECTRUM OF PRODUCTS
IN ONE OF THIS SEASON'S HOTTEST COLORS**

*Retailer stays on trend with shades of purple, popping up
on everything from handbags to small home appliances and more*

Hoffman Estates, Ill. (May 25, 2010) – According to Pantone, a global authority on color, one of the hottest hues this spring is violet¹, and consumers are seeing that reflected beyond dresses and shoes. In fact, this season, [Kmart](#) is helping keep its customers in fashion by offering them a wide array of affordable products in this popular shade of purple.

“Kmart’s design team is constantly traveling the globe looking for the latest trends in fashion, for the home and beyond,” said Theresa Strickland, chief home design and branding officer, Sears Holdings. “It’s critical to our designers that we stay on trend at an affordable price. And, this spring, consumers are seeing shades of purple in everything from our exclusive brands, including Jaclyn Smith apparel and home collection, to digital cameras and even vacuums at prices they can afford.”

Among the trendy purple products at Kmart include:

- Joe Boxer swimwear
- Jaclyn Smith traditions bath collection
- Route 66 fedora hat
- Attention apparel and handbags

“Perhaps a sign of the times, consumers are definitely looking to add more color to their closet. From lilac to violet to somewhere in between, purple represents a romantic, classic hue that brings a breath of fresh air to any outfit or room,” said Strickland.

Whether consumers are simply looking to add a splash of color to their bathroom, freshen up an existing outfit or give their closet a complete makeover, consumers can find this bold burst of color on just about anything this season. But it’s more than just keeping up with the trends. When it comes to the psychology of colors, purple is associated with royalty and wealth, and is even thought to calm nerves and encourage creativity².

And, while spring is already in full swing, customers can take advantage of Kmart Layaway – online and in store – by planning ahead for summer and reserving ‘hot’ items in cool colors including patio sets and outdoor grills, pay over time and pick them up when they are ready to put them to use.

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](#).

###

¹ PANTONE® Fashion Color Report Spring 2010.

² About.com: http://psychology.about.com/od/sensationandperception/a/color_purple.htm