

## **MEDIA CONTACTS**

Amy Dimond  
Sears Holdings  
224-735-8983  
Amy.Dimond@searshc.com

Leah Linder  
Euro RSCG Worldwide PR  
212-367-6820  
[leah.linder@eurorscg.com](mailto:leah.linder@eurorscg.com)

## **KMART INTRODUCES EXCLUSIVE DOLL LINE JUST IN TIME FOR HOLIDAY**

*The What a Doll collection allows girls to match their dolls with new apparel and accessories from Kmart*

**Hoffman Estates, Ill., (August 16, 2010)** – Dolls are back as the new must-have toy and kids are using them to express their inner creativity by playing dress up, matching outfits, holding tea parties – the possibilities are endless for an imaginative child. [Kmart](#) is introducing every little girl's new best friend in its exclusive 'What a Doll™' collection.

"Kmart is excited to help little girls make everlasting friendships by bringing the What a Doll collection to stores nationwide," said Dev Mukherjee, president, Seasonal & Toys, Sears Holdings. "We hope parents will appreciate the value of the dolls, not only for their affordability, but also for their children, who will learn new means to express themselves through safe and creative playtime."

Girls can fuse their personal styles with their newfound friends: all girls' apparel comes with a matching doll-sized version. The collection includes dolls, travel bags, identical outfits, cosmetics and accessories to inspire girls' friendships, creative play and imagination. Doll apparel and accessories fit standard 18-inch dolls. The collection launched in July with new outfits available in stores for the back to school season. New dolls and a seasonal assortment of clothing will be available beginning in October and November to celebrate the holiday season.

Kmart is also bringing the What a Doll collection online to [Kmart.com](#). The website offers fun activities for parents to do with their children, including play date and sleepover party recommendations, healthy cooking ideas, coloring pages, seasonal tips for activities like outdoor fun and gardening. Plus, it offers easy online shopping for moms and gift-givers.

"In this era of playtime, there are virtually millions of way kids can entertain themselves," said Mukherjee. "Dolls have been a part of our lives for many generations and Kmart is enhancing the tradition with a fun, safe website for What a Doll fans."

Parents can choose to take advantage of Kmart's layaway program – both online and in store – and reserve What a Doll items early, pay over time and cross them off their daughter's holiday wish list early.

Products in the What a Doll collection are affordably priced to meet the Kmart shopper's budget. All of the dolls are available for \$29.99. Clothes and accessories range from \$19.99 to \$24.99 and are sold separately. Customers can shop for any of the What a Doll toys exclusively at select Kmart stores in the US and online through [www.Kmart.com](http://www.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](http://www.kmart.com) or the Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com).

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