

MEDIA CONTACTS

Tom Aiello
Sears Holdings
847-286-7387
tom.aiello@searshc.com

BUY A TOP 10 PRE-SELLING BOOK AND SEARS.COM WILL REWARD YOU

SEARS MAKES IT LIKE GETTING BOOKS FOR FREE!

Hoffman Estates, Ill., (Oct. 20, 2009) – Reading is important, regardless of where the book is purchased. That’s why today, Sears Holdings is announcing that it will reward customers for qualifying book purchases on Sears.com, Target.com, Walmart.com and Amazon.com.

Sears.com’s new, innovative program is both simple and rewarding:

- (1) Buy an eligible book* on Sears.com, Target.com, Amazon.com or Walmart.com;
- (2) Email the receipt to us at readamerica@customerservice.sears.com; and
- (3) Get an online credit equal to the purchase price (up to \$9) to use towards a purchase of \$45 or more on Sears.com.**

“The \$9 credit can be used at Sears.com on the purchase of any items so it’s like getting the books for free,” said Imran Jooma, senior vice president for Online at Sears Holdings. “We believe this program will benefit the thousands of customers who buy books every day by putting more money into their pockets,” added Jooma.

Sears.com is simple and easy to use. The Web site offers the option to create a helpful profile that allows customers to keep track of their purchases, lists and addresses. Creating a profile makes returning to shop at Sears.com easy and worry free, particularly with the holidays right around the corner.

The award-winning*** Sears.com has not only dramatically increased its online product offering, but has also added other unique benefits to better help customers with their busy schedules and lives. “We want to help our customers keep their homes and families running smoothly, which is why we recently created ShopYourWay™,” said Jooma.

[ShopYourWay™](#) gives customers the ability shop how they want, when they want. Highlights of the program include:

- Choice to Get It Today – Sears offers “Buy Online. Pick up in Store, backed by its [READY IN 5-GUARANTEED](#) promise. For added convenience, customers can take advantage of curbside pickup at select locations where the item will be delivered to their car by a store associate. Sears is also the leader in providing a seamless and secure way for someone else to pick up their purchase at a store.
- Shopping Choices – Customers can shop in store, online, via phone or through the industry leading [Sears2go](#) mobile site.
- Product Assortment – Find millions of products on Sears.com, ranging from books to electronics to jewelry to appliances, clothing, shoes, tools and power lawn & garden equipment.

- Choice to Ask for Help – If customers can't find what they are looking for online, they can utilize Sears' FREE [Personal Shopper Program](#). All they have to do is e-mail or call us and we will do the rest of the work and find the product the customer is looking for – even if it isn't carried by Sears.
- Payment Choices – Pay your way with Online layaway, Express Checkout, PayPal or eBillme.

“Sears.com offers our customers choice through a broad range of products and services, all designed to meet consumer needs,” added Jooma.

For more information on Sears.com book rewards, please visit www.sears.com/readamerica.

*As cited on sears.com/readamerica

** Program terms are subject to change at any time. Customer must have or create a profile on Sears.com to qualify.

***Sears.com is recognized as a leader in online and mobile commerce: Number-one rated site by e-Tailing Group's Annual e-Commerce Gauge Top Customer Experience and overall Best-in-Class in Mobile Commerce by the Acquity Group.

About Sears Holdings Corporation

Sears Holdings Corporation is the nation's fourth largest broadline retailer with approximately 3,900 full-line and specialty retail stores in the United States and Canada. Sears Holdings is the leading home appliance retailer as well as a leader in tools, lawn and garden, home electronics and automotive repair and maintenance. Key proprietary brands include Kenmore, Craftsman and DieHard, and a broad apparel offering, including such well-known labels as Lands' End, Jaclyn Smith and Joe Boxer, as well as the Apostrophe and Covington brands. It also has the Country Living collection, which is offered exclusively by Sears and Kmart. We are the nation's largest provider of home services, with more than 12 million service calls made annually. Sears Holdings Corporation operates through its subsidiaries, including Sears, Roebuck and Co. and Kmart Corporation. For more information, visit Sears Holdings' website at www.searsholdings.com.

###