

**MEDIA CONTACTS:**

Tom Aiello  
Sears Holdings  
847-286-7387  
[TAIELL1@searshc.com](mailto:TAIELL1@searshc.com)

Susan Booth  
Sojern  
402-996-2027  
[susan.booth@sojern.com](mailto:susan.booth@sojern.com)

**SEARS JOINS FORCES WITH AMERICANS TO FULFILL HOLIDAY WISHES OF  
MILITARY SERVICEMEN AND WOMEN**

*Sears Selects Sojern to Support Fundraising Efforts by  
Bringing 'Heroes at Home' to Travelers Across the Country*

Omaha, NE – December 4, 2008 – Sojern, Inc., the first company to bring customized, destination-oriented content to travelers on boarding passes, today announced that Sears will utilize the Sojern advertising platform for its Heroes at Home campaign. Sears selected Sojern's innovative approach to encourage airline travelers during the busy holiday travel season to lend their support to military servicemen and women through the Heroes at Home Wish Registry.

With Sojern's boarding pass advertisements, travelers can learn more about helping military personnel and their families this holiday season. Sears Heroes at Home ads will be displayed on leading airline boarding passes now through December 31, 2008. Sears created the Heroes at Home Wish Registry to help make the wishes of members of the military come true for the holidays and enable Americans to provide a direct 'thank you' to them through an online donation.

This fall, more than 30,000 active military members registered to participate in the Wish Registry at Sears.com. Sears heard from U.S. Service members around the world – ranging from one soldier just wishing to spend the holidays with his family, to another wishing for simple items after his family's home was destroyed in a fire.

"Sears' long standing commitment to military servicemen and women has driven the company to explore unique ways to inspire Americans to show their appreciation and give back. As one of the first companies to enable mobile giving through texting capabilities, it is clear that Sears looks beyond traditional advertising platforms to find opportunities to connect with Americans and spread the message of saying 'thanks' to members of the military," Gordon Whitten, CEO and founder of Sojern. "Partnering with Sojern is a prime example of selecting advertising that can reach the largest audience in an innovative setting. We're honored to be helping Sears with its Heroes at Home Wish Registry efforts and believe the boarding pass is the perfect medium to deliver their message during this busy holiday travel season."

Americans, who choose to donate to the Wish Registry, can do so on Sears.com through Dec. 24. Upon making a donation, consumers can include a note to the families and wish them happy holidays. Donations to the Wish Registry are not tax deductible and will be used to purchase Sears' gift cards which will be distributed equally to registered families.

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Active service personnel who participate in the Heroes at Home Wish Registry will remain anonymous to ensure compliance with the military's standards of conduct regulations.

Last year, Sears Holdings launched the Heroes at Home program to provide support to service members, veterans and their families through joint efforts with various nonprofit organizations, including Rebuilding Together, Inc. Since the program's inception, Sears Holdings has helped to rebuild or renovate more than 200 homes and has raised more than \$5 million through the Heroes at Home program for Rebuilding Together.

Launched in July 2008, Sojern is the first and only company to bring together the leading airlines with local and national advertisers to provide customized, destination-specific information on the online and printed boarding passes. Leveraging the popularity of online check-in and print-at-home functionality, Sojern enables airlines to provide additional value to their passengers while also giving advertisers the opportunity to reach a powerful demographic. Since launching, Sojern has served more than 100 million ad impressions and continues to strengthen its position in the market.

#### **About Sears Holdings Corporation**

Sears Holdings Corporation (Nasdaq: SHLD) is the nation's fourth largest broadline retailer with over \$50 billion in annual revenues and approximately 3,800 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 Martha Stewart Everyday products, which are offered exclusively in the U.S. by Kmart and in Canada by Sears Canada. The company is the nation's largest provider of home services, with more than 13 million service calls made annually. For more information, please visit Sears Holdings' website at <http://www.searsholdings.com>.

#### **About Sojern, Inc.**

Sojern, Inc. is an Omaha-based organization that is partnering with the airline and advertising industries to enhance the travel experience by providing destination specific information and offers via the boarding passes that travelers obtain through the airline's web check-in process. Since its founding in September 2007, Sojern has secured partnerships with leading U.S. airlines including American Airlines, Continental Airlines, Delta Air Lines, Northwest Airlines, United Airlines and US Airways. The company is funded by Norwest Venture Partners and Trident Capital. Sojern's patents are currently pending. For more information please visit [www.sojern.com](http://www.sojern.com).

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