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Kmart partners with Warner Bros. Consumer Products to promote the theatrical release of *THE DARK KNIGHT*

HOFFMAN ESTATES, IL (July 9, 2008) - Kmart® has partnered with Warner Bros. Consumer Products, on behalf of DC Comics, for a multi-channel entertainment marketing promotion supporting the July 18 release of the upcoming action-adventure, *THE DARK KNIGHT*. Kmart will serve as the “Official Batman Headquarters” with a product boutique at the front of the store. Promotion elements include free movie tickets to see *THE DARK KNIGHT* with the purchase of three bags of Reese’s *Batman* products and \$5 off select Mattel *THE DARK KNIGHT* toys with the purchase of five boxes of select General Mills cereal and fruit snacks.

THE DARK KNIGHT boutique at Kmart, located at the front of the Kmart mainland retail locations, includes licensed products from the movie, such as toys, kids’ apparel, costumes, bedding and accessories, and Men’s apparel, along with an exclusive Kmart *THE DARK KNIGHT*™ gift card.

In addition, Kmart is supporting the promotion with a designated Batman Headquarters circular wrap; extensive in-store point-of-sale including co-branded shopping bags and online exposure via a microsite (www.kmart.com/batman) featuring *The DARK KNIGHT* merchandise, an exclusively designed e-giftcard, free downloadable wallpaper, and a trailer and link on Kmart’s website to <http://thedarkknight.com>.

To further engage consumers, the Reactrix Media Network will feature an exclusive STEPscape™ interactive spot for Kmart and Warner Bros. Reactrix is developing an interactive ad featuring their patented-gestural technology in select malls and theaters throughout the country throughout July. The spots will incorporate the Batman Headquarters, products, and promotional messages and allow consumers to literally interact with the Kmart’s Batman-branded merchandise.

The follow-up to the action hit *BATMAN BEGINS*, *THE DARK KNIGHT* reunites director Christopher Nolan and star Christian Bale, who reprises the role of Batman/Bruce Wayne in his continuing war on crime. With the help of Lieutenant Jim Gordon and District Attorney Harvey Dent, Batman sets out to destroy organized crime in Gotham for good. The triumvirate proves to be effective, but they soon find themselves prey to a rising criminal mastermind known as The Joker, who thrusts Gotham into anarchy and forces the Dark Knight ever closer to crossing the fine line

between hero and vigilante. Warner Bros. Pictures will release THE DARK KNIGHT to theaters on July 18, 2008.

The Kmart promotion launched July 6 and runs through July 19, 2008.

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, Martha Stewart Everyday 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.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as Superman, Batman, Wonder Woman and the Sandman. These DC Super Heroes and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' web site is located at www.dccomics.com.

About Reactrix

Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining displays that respond to the physical movements of the audience and was created in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction with current media today. The Reactrix STEPscape™ Media Network delivers millions of impressions monthly in more than 186 malls and movie theatres in the top 30 DMA's. Reactrix WAVEscape™ is the newest product delivering "Wii-like" functionality in a digital signage experience. Reactrix "A-list" advertisers span a diverse range of leading brands including Coca-Cola, Subway, Mars, Hilton Hotels, AT&T, Xbox, RIM, T-Mobile, Wachovia, Visa, Sears, Kmart and eBay among many others.

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