



Sears Holdings Corporation (SHLD) and Child Celebrity Rico Rodriguez to Ring The NASDAQ Stock Market Closing Bell

ADVISORY, Sep 23, 2010 (GlobeNewswire via COMTEX News Network) -- What:

Dev Mukherjee, president of Seasonal and Toys for Sears Holdings Corporation [SHLD], will preside over the NASDAQ closing bell on Friday, Sept. 24 to celebrate Kmart's launch of the Fab 15 toy list to kick-off the holiday shopping season. Mukherjee will also be joined by child actor Rico Rodriguez, who plays Manny on ABC's Emmy-winning sitcom "Modern Family."

Where:

NASDAQ MarketSite -- 4 Times Square -- 43rd & Broadway -- Broadcast Studio

When:

Friday, September 24, 2010 from 3:45 - 4:00 p.m. ET

Contacts:

Sears Holdings PR Contact: Sarah Yansura, Euro RSCG Worldwide PR (212) 367-6804 Sarah.yansura@eurorscg.com

NASDAQ MarketSite: Jolene Libretto (646) 441-5220 Jolene.Libretto@nasdaqomx.com

Feed Information:

The Closing Bell feed is available from 3:50 p.m. to 4:05 p.m. ET on AMC-3/C-3 (ul 5985V; dl 3760H). The feed can also be found on Ascent fiber 1623. If you have any questions, please contact Jolene Libretto (646) 441-5220.

Radio Feed:

An audio transmission of the Closing Bell feed is also available from 3:50 p.m. to 4:05 p.m. ET on uplink IA6 C band / transponder 24, downlink frequency 4180 horizontal. The feed can be found on Ascent fiber 1623 as well.

Facebook and Twitter

For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at:

<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>

For news tweets, please visit our Twitter page at:

<http://twitter.com/nasdaqomx>

Webcast:

A live webcast of the NASDAQ Closing Bell will be available at: <http://www.nasdaq.com/about/marketsitetowervideo.aspx>

Photos:

To obtain a hi-resolution photograph of the Market Close, please go to http://www.nasdaq.com/reference/marketsite_events.stm and click on the market close of your choice.

About Sears Holdings Corporation [SHLD]:

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.

About NASDAQ OMX:

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with approximately 3,600 listed companies. NASDAQ OMX Group offers multiple capital raising solutions to companies around the globe, including its U.S. listings market; NASDAQ OMX Nordic, including First North, NASDAQ OMX Baltic and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and ETFs. NASDAQ OMX Group technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX Group exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit www.nasdaqomx.com. *Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/pages/NASDAQ-OMX/108167527653>) and Twitter (<http://www.twitter.com/nasdaqomx>).

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