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KENMORE UNVEILS REVOLUTIONARY TECHNOLOGY ENABLING LAUNDRY APPLIANCES TO “TALK” TO CUSTOMER SERVICE EXPERTS

Kenmore Connect™ Offers Smart Technology, Consumer Peace of Mind

Hoffman Estates, Ill. (August 4, 2010) – Kenmore® announced a ground-breaking customer service technology today that enables select Kenmore and Kenmore Elite® washers and dryers to “talk” directly to service experts. With Kenmore Connect™, customers questioning whether their appliances are running exactly right or needing machine instructions find answers with a phone call and a push of a button. Kenmore Connect provides real-time diagnostic information directly from the appliance to highly-trained Kenmore Connect service experts who offer assistance and solutions in addition to a new level of convenience for customers.

The Kenmore Connect technology improves the customer service experience. Many times the information Kenmore Connect service experts receive is enough to help eliminate the need for an in-home visit. Should an in-home visit be necessary, the technology ensures the service technician is best prepared to assist customers.

“The rollout of Kenmore Connect is another milestone in the brand’s history of offering its customers best-in-class innovation and service,” said Guenther Trieb, president, Sears Brands. “Kenmore has a long-standing reputation for high quality products. While our products are designed for durability, there may be times when an appliance needs service or customers have questions about their products. Kenmore Connect is one more way we strive to ensure customer satisfaction during the many years our product is in someone’s home.”

Kenmore executed extensive field testing earlier this year and initial results showed a significant reduction in the need for in-home visits for customers who used Kenmore Connect. Additionally, the in-depth information they received about their appliance from a highly-trained specialist offered peace of mind to customers.

“The genius of Kenmore Connect is that it provides a unique benefit to our customers who are seeking service solutions,” said Betsy Owens, vice president, Kenmore brand. “The majority of service calls during the first year of ownership can be rectified by educating new owners over the phone once we have a deep understanding of the question at hand thanks to the information being sent from their Kenmore appliance directly to our experts via the phone.”

How It Works

Customers with Kenmore Connect technology can simply call 1-800-4-MY-HOME and follow the voice prompts to reach a Kenmore Connect service expert. Customers are then asked to follow three easy steps:

- *Hold*: Place the mouthpiece of the phone over the power button, very close to – but not touching – the machine.
- *Push*: Press and hold the appropriate button, “Wash/Rinse” for washers and “Temp” for dryers.
- *Listen*: Wait to hear three beeps. Then release the button while keeping the phone in place. Users will hear transmission sounds as the numbers on the display count down.

Upon completion, Kenmore Connect service experts will have all of the diagnostic information needed to understand and answer questions, suggest solutions, or provide instructions to help keep the appliance running properly.

Kenmore Connect Capabilities

Kenmore Connect is an effective and innovative tool to help resolve customer questions on the phone, reinforce customer confidence and improve the overall service experience. With information directly from the machine, service experts can effectively monitor more than 100 different data points to diagnose and assess the solution. This data includes cycle and option settings, operational information (e.g., air/water temperature, estimated load size, spin speeds, fill/drain times, unbalanced load issues, etc.), details on the factors that contribute to the cycle time, status of certain electrical and mechanical sub-systems, and the mechanical issues associated with each error code.

There is no cost to use the current Kenmore Connect service for the life of the appliance. The service is available seven days a week from 7 a.m. to 8 p.m. Central Time by calling 1-800-4-MY-HOME. Any out-of-warranty, in-home visits or parts will require an additional fee.

Kenmore Connect is available on the following top- and front-load Kenmore and Kenmore Elite high-efficiency washers and matching dryer models:

- Washers: 40272, 40311/8, 40441/8, 40512/8, 41022/8/9, 42192/8/9 and 29272/8
- Dryers: 9/80872, 9/80311/8, 9/80441/8, 9/80512/8, 9/81022/8/9, 9/82192/8/9 and 7/69272/8

For more information on Kenmore Connect or to watch a demo video on the technology, visit www.kenmore.com/connect.

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. Sears Holdings is the 2010 ENERGY STAR® Retail Partner of the Year. 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 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.

Kenmore recently opened the “Kenmore Live Studio,” an interactive center equipped with technology to stream exciting and innovative experiences live online. Studio visitors can share their voice with the world as they watch events that include chef and designer demonstrations, new product unveilings and more, in real time via Kenmore’s Facebook page. The “Kenmore Live Studio,” located in downtown Chicago at Huron and Wells (678 North Wells Street, Chicago Ill 60654), is open to the public every Thursday through Sunday. Visit www.facebook.com/kenmore to learn more.