

**MEDIA CONTACTS:**

Troy Hart & Jacqueline Allen  
Salt Lake Valley Habitat for Humanity  
(801) 263-0136

Cory Rutt  
Sears, Roebuck and Co.  
(847) 286-2883

**FOR IMMEDIATE RELEASE**

February 12, 2004

**SEARS GRAND PARTNERS WITH SALT LAKE VALLEY  
HABITAT FOR HUMANITY TO STRENGTHEN LOCAL NEIGHBORHOODS**

*Store to Match Customer Contributions During Week-long In-store Promotion*

SALT LAKE CITY, Utah—In keeping with the company's long-standing commitment to homes, families and communities, Sears Grand will match in-store customer contributions to the Salt Lake Valley Habitat for Humanity up to \$10,000 from Feb. 15 to Feb. 21. The match will be in the form of Sears Grand Gift Cards.

Customer contributions will benefit the new Habitat property of single family homes in West Jordan targeted for completion by 2007. The Sears Grand Gift Cards will be distributed to local families who have most recently qualified for Habitat for Humanity housing.

"Salt Lake Valley Habitat for Humanity builds more than houses - it builds families, communities and lives," said Stella Allen, executive director, Salt Lake Valley Habitat for Humanity. "Our efforts would not be possible without the generous help of individuals and caring companies like Sears."

"Supporting the Salt Lake Valley Habitat for Humanity builds on Sears' long-standing commitment to the communities we serve," said Kelly Mulherin, store general manager of Sears Grand. "Habitat's focus on supporting homes and families made the organization an ideal fit for us."

During the store's grand opening in Oct. 2003, Sears Grand pledged an additional \$10,000 contribution (\$5,000 in funding and \$5,000 in Sears Grand Gift Cards) to the organization. Sears' partnership with the Salt Lake Valley Habitat for Humanity is part

*Sears Grand Supports Local Habitat for Humanity/Add One*

of the Sears American Dream Campaign, the company's \$100 million commitment to strengthen families, homes and communities nationwide.

**ABOUT HABITAT FOR HUMANITY**

Salt Lake Valley Habitat for Humanity builds more than houses - it builds families, communities and lives. Since 1974, Habitat for Humanity International has built over 150,000 homes in the United States and over 90 other countries. Its goal is to provide decent, affordable housing to the world's needy families.

Twenty homes are currently under construction in Magna and Sandy, Utah. Salt Lake Valley Habitat for Humanity plans to expand in 2004 with projects in Salt Lake City and West Jordan, Utah.

**ABOUT SEARS GRAND**

Sears Grand is the one-stop home and family center that delivers a full range of quality products no other store provides, all at great values. Nearly everything busy people need to maintain their homes and keep their families on-the-go can conveniently be found here, under one roof. Customers will also benefit from the expertise of the best-trained, most knowledgeable appliance associates in the industry.

Sears Grand represents a new Full-line store concept for Sears. The first of five Sears Grand pilot stores -- a 210,000 square-foot, one-level store -- opened Oct. 11, 2003 in West Jordan. Sears Grand is part of Sears, Roebuck and Co., a broadline retailer with annual revenues in excess of \$41 billion.

###