Sears Announces Grand Openings of Three New “Home & Life” Stores

Sears recently announced plans to open three new Home & Life stores in May in Anchorage, Alaska; Lafayette, Louisiana and Overland Park, Kansas.

“The exciting new Sears Home & Life stores will carry power categories where Sears has a real strength: Appliances, mattresses and our home services business,” said Peter Boutros, chief brand officer for Sears and Kmart and president of Kenmore, Craftsman and DieHard brands. “We are here to serve these communities and this is part of our strategy to maintain a presence in markets where we have right-sized our footprint. Sears Home & Life supports our strategic plan to become a stronger, more profitable business and these test stores will enable us to learn and improve as we move forward,” Boutros added.

The assortment of Sears Home & Life stores will include major appliances, mattresses*, small kitchen appliances and connected home products. In addition, Sears Home & Life stores will incorporate integrated retail services such as a “Welcome” Service Desk, Sears Buy Online “Search Bar” Kiosk, In-Vehicle Pickup** and Sears Home Services.

The grand opening for these stores is scheduled for Memorial Day weekend.

*Mattresses not available at the Anchorage, Alaska store.
**In-vehicle pickup available at the Overland Park and Lafayette Home & Life stores.
Sears and Kenmore Earn 2019 ENERGY STAR® Awards

Transform HoldCo LLC announced that Sears has been named a 2019 ENERGY STAR® Partner of the Year - Sustained Excellence Award winner. The recognition is for continued leadership in protecting the environment through superior energy efficiency achievements in the Retailer and Energy Management categories. In addition, for the second consecutive year, the Kenmore brand has been named an ENERGY STAR® Partner of the Year - Product Brand Owner. These accomplishments were recognized by the U.S. Environmental Protection Agency and the U.S. Department of Energy at a ceremony in Washington, D.C. on April 11, 2019.

An ENERGY STAR partner since 1998, Sears was honored for its long-term commitment to energy efficiency. The company’s accomplishments in 2018 included energy savings at our facilities, participation in the EPA’s Responsible Appliance Disposal program, associate training and the promotion of energy-efficient products. In addition, Sears was able to leverage ENERGY STAR promotions and communications in the Puerto Rico market including the Flip Your Fridge campaign, which saw a 105% increase in refrigeration sales (year over year).

For a complete list of 2019 winners and more information about ENERGY STAR’s awards program, visit https://energystar.gov/awardwinners.
## Who to Contact

<table>
<thead>
<tr>
<th>For Questions on:</th>
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<tr>
<td>Address Change:</td>
<td>See each plan below for contact info.</td>
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<tr>
<td>Death of a retiree or spouse:</td>
<td>See each plan below for contact info.</td>
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### Plans:

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<th>Plan</th>
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<tr>
<td><strong>Retiree Medical Benefits:</strong> For questions about the Sears Retiree Medical Program or to enroll in retiree medical coverage</td>
<td>Retirees can call the Retiree Health Access (RHA) service center directly at the number provided below or go online to the Retiree Health Access website: <a href="http://www.rhagroupexchange.com/sears">www.rhagroupexchange.com/sears</a> to view the health plan options currently being offered to Sears retirees. RHA Service Center: 1-800-254-2239 8:00 a.m. - 9:00 p.m. ET, Monday - Friday</td>
</tr>
<tr>
<td><strong>Group Universal Life Insurance:</strong> For questions about reporting a death or change of address.</td>
<td>Prudential 1-800-778-3827</td>
</tr>
<tr>
<td><strong>Pension Plan:</strong> For questions about reporting a death, change of address, checks, pension options or direct deposit.</td>
<td>Pension Service Center 1-800-953-5390</td>
</tr>
<tr>
<td><strong>The Savings Plans (formerly 401(k) Savings Plan):</strong> For questions about reporting a death, change of address, or investment changes</td>
<td>Sears Holdings Benefits Center 1-888-88sears (1-888-887-3277) Follow the prompts to financial benefits and speak to a Benefits Center representative. (option 1)</td>
</tr>
<tr>
<td><strong>Retiree Discount Cards:</strong> For questions about reporting a death, change of address or ordering a replacement card.</td>
<td>Sears Holdings HR Support Services 1-888-887-3277. Follow the prompts to speak to a Sears Holdings HR Support Services representative (option 6)</td>
</tr>
<tr>
<td><strong>Credit Customer Service:</strong> Sears Card® Sears MasterCard®</td>
<td>1-800-917-7700 1-800-669-8488</td>
</tr>
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**To find a Sears or Kmart store:** Go to Sears.com or Kmart.com

**Sears Holdings Archives Email:** Sears / Kmart archives website SHCArchives@searshc.com www.searsarchives.com

**Sears / Kmart Retiree website:** www.SearsHoldingsAlumni.com

**Sears Holdings Retiree Newsletter:** Submit stories/ideas to: CorpComm@searshc.com

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Obituaries: We send our sincere apologies to those of you who have recently lost a family member or fellow retiree. If you would like to share an obituary in the next newsletter, please send a message to the Corporate Communications team at CorpComm@searshc.com. We thank you for your response, and again, send our deepest sympathies.
Alumni Clubs

Are you looking to increase the membership of your local Kmart or Sears retiree club? Send your club name along with the name, phone number and/or email address of your club’s contact to CorpComm@searshc.com. Club information will appear in the next issue on SearsHoldingsAlumni.com.

Did you just have a great event? Please feel free to send images of your time together or submit stories you would like to share with your fellow retirees.

Bangor, Maine Club: Contact Richard Dufton at 207-862-4275 or at Ddufton@gmail.com. The club meets at Chase’s Family Restaurant, 1575 Outer Hammond St, Bangor at Noon on the second Tuesday of each month.

Cumming, Georgia Club: The group meets at 8:30 a.m. on the second Thursday of each month at IHOP for breakfast and fellowship. Please contact Earl Holbrook at eholbr2@aol.com or 770-887-2512 for additional information.

Detroit Region Club: Contact Stanley Hreneczko at 586-268-3656. The group meets five times a year at various restaurants in the metro area. Stan welcomes all calls and encourages retirees to leave a voicemail if your call goes unanswered.

Durham, North Carolina Club: The club meets for lunch on the first Wednesday of each month at The Hibachi Grill on Avondale Drive, North Carolina. Contact Harold Scroggs at 919-810-1355 or hscroggs@frontier.com.

Frederick, MD Club: This club meets on the last Saturday in April and October. Contact Odetta Brown, 1421 Taney Ave. #518, Frederick, MD 21702.

Great Northern DieHards Club: Contact Edie Lester at 440-327-4048. The group meets at 12:30 p.m. on the fourth Wednesday of every month at Canary’s Restaurant in North Olmsted, Ohio. Please call Edie if you plan to attend so she can request a table for the group.

Huntsville, Alabama Club: Contact Jim Duncan at cdduncan@outlook.com. The club meets the first Tuesday of the quarter at 9 a.m. at Galen’s Restaurant, 607 Andrew Jackson Way, Huntsville, AL 35801. Remaining meeting dates of 2019: June 4, September 3 and December 3.

Key West Club: Contact Zenaida Rojos at Geraldrojas@comcast.net.

La Grange, Illinois Club: The group meets for lunch on the second Thursday of each month at Via Bella in La Grange, Illinois. If you would like more information about joining this group, please contact Pat Fruhwirth at Pat.Fruhwirth@gmail.com.

Louisville and Southern Indiana Derby City Club: Contact Dale Winchell at 812-246-1927 or gin8ge@yahoo.com. The yearly luncheon is Thursday, Dec. 5, 2019 at Captain’s Quarters Restaurant, 5700 Captain’s Quarters Rd., Prospect, KY. Please call Dale for the cost of the luncheon, so you can mail your check in time. All Sears retirees in the Louisville and Southern Indiana area are welcome to attend.

Medina, Ohio Club: The retirees of Medina, Ohio have formed a group on Facebook under Kmart Medina Ohio #7135 #3786. All those who worked at the Kmart #7135 or the Super K #3786 are welcomed to join the group online. They typically meet at 5 p.m. on the last Tuesday of every month at Bob Evans in Medina, Ohio. Anyone looking to attend the meetings can contact Rosemary Gardner at 330-769-2470 or rosemary@neo.rr.com.

Washington, DC Club: Contact Tom Nally at 703-451-5358 or nally1000@cox.net. The group meets in the DC area two to three times a year.

Wilmington, North Carolina Club: A small group meets at 11:30 a.m. on the first Thursday of each month (except July) at Jackson’s Big Oak Barbecue in Wilmington, North Carolina. Please contact Sam Moore at 910-779-5212 for more information.
Generating Positive Buzz! Exciting news coverage for Sears, Kmart and our brands.

Have you heard about the exciting news coverage for Sears, Kmart and our brands?

In April, chief brand officer of Sears and Kmart and president of Kenmore, Craftsman, and Diehard Peter Boutros announced new small format stores, new Sears and Kmart brand “mantras” and the expansion of our brands with Kenmore and DieHard.

Peter conducted interviews with several national media outlets. We want to make sure you saw the stories and feel good hearing about our revitalization plans. We’ve received initial feedback that some key vendors are supportive of the news and are feeling more confident about us as a result. Here are links to the stories:

- Chicago Tribune - [Sears going ‘back to the future’ to win shoppers back after bankruptcy](#)
- CNBC - [Sears, after bankruptcy, is opening new stores for home goods](#)
- NBC Chicago - [After Going Bankrupt, Sears Is Opening New Home Goods Stores](#)
- CBS News - [Sears set to open first new smaller-format stores](#)
- CNN Business - [After surviving bankruptcy, Sears is opening smaller stores](#)
- CNN - [Sears and Kmart have new slogans](#)
- TWICE - [Sears, Kmart Stage Post-Bankruptcy Relaunch](#)
- Associated Press - [Sears ditches clothing with new smaller format](#)
- Bloomberg - [New Sears Pins Hopes on Boomers Buying Appliances for Their Kids](#)
- Fox News - [Meet the new Sears: A glimpse inside the retailer’s new test stores](#)
- Marketplace - [After bankruptcy, Sears launches smaller stores](#)
- USA Today - [The start of a new Sears era? The retailer announces openings, not closings](#)
Peter Boutros, chief brand officer of Sears and Kmart and president of Kenmore, Craftsman and DieHard brands, has big plans for the DieHard brand. This past April, several potential licensees gathered at the Hoffman Estates office to hear about Boutros’ vision for the future of DieHard.

With a new logo and tagline, “Power ahead”, the future of DieHard could potentially include tools, lawn and garden and outdoor gear. These new DieHard products are not meant to replace current brands, but to give our loyal members a choice. Boutros compares this to a preference for Coca-Cola or Pepsi. DieHard is now revitalized with a laser focus on its market position, product assortment and consumer audiences. The feedback from all attendees was nothing short of energized and licensees are ready to get products to market with this American iconic brand.
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