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CTO FOR SEARS HOLDINGS CORPORATION TO SPEAK AT UPCOMING CIO RETAIL SUMMIT

CHICAGO, August 6, 2012—The CIO Retail Summit team announced today that Dr. Phil Shelley, CTO, Sears Holdings Corporation, will give a keynote presentation at the CIO Retail Summit, to be held Aug. 28-29, 2012, in Scottsdale, Ariz.

The CIO Retail Summit is an opportunity for leading C-level executives to explore best practices, have in-depth discussions and make new business contacts in a relaxed, yet focused setting. Attendees will leave the event with new ideas and the ability to make better business decisions for their organizations.

Dr. Shelley will present “Cloud, Storage and Big Data” at 2pm PST, Tuesday, August 28, 2012, discussing the benefits of cloud computing in an ever-growing and increasingly crucial storage market. The session will explore big data, virtualization, cloud computing, data center consolidation and the requirements for storage.

“Phil Shelley offers the CIO Retail Summit years of diverse experience and accomplishments,” said Ross Abbott, VP sales, North America for CDM Media. “His keynote will kick off this year’s event, shedding light on critical IT issues and providing leadership to fellow C-level executives to take with them into their sessions and, ultimately, back to their organizations.”

Dr. Shelley has a Ph.D. in bio-medical engineering. Having worked in the U.K., Germany and the U.S., he has led research and development, quality and IT organizations, and held positions in various technical and business leadership roles, including CIO. As chief technology officer at Sears Holdings, Dr. Shelley is leading Sears Holdings IT operations and focusing on the modernization of IT across the company. He is active in the migration of workload off mainframes; large-scale, private open-source cloud computing; Hadoop for Big Data BI and infrastructure modernization, helping Sears Holdings be an ever-stronger, real-time digital enterprise. Dr. Shelley is co-chair of the cloud computing chapter of the IAOP.

About the CIO Retail Summit

The CIO Retail Summit brings together C-level executives, technology analysts, innovative solution providers and IT thought leaders to discuss the critical technology issues currently affecting retail organizations. The event is an opportunity for participants to attend educational sessions, learning about new technology solutions and sharing successes, failures and new ideas in a comfortable, yet focused business setting. Formal and informal networking opportunities allow executives to connect and strengthen ties with past colleagues, while making new, critical business contacts.

For more information about CIO Retail Summit, visit www.cioretailsummit.com. If you are interested in participating in this or any CDM Media event, please contact Ross Abbott at ross.abbott@cdmmedia.com or by phone at 312.374.0840.

About CDM Media

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies and major technology solution providers. These events are driven by industry, region and relevant topics, enabling attending delegates to address current issues and trends, learn from another, network and generate key takeaways. CDM Media is headquartered in Chicago, with a second office in Cardiff, U.K. To learn more, visit www.cdmmedia.com.

About Sears Holdings Corporation

Sears Holdings Corporation (NASDAQ: SHLD) is a leading integrated retailer with over 3,900 full-line and specialty retail stores in the United States and Canada. It is the home of ShopYourWay, a social shopping experience where members have the ability to earn points and receive benefits across a wide variety of physical and digital formats through ShopYourWay.com. Sears Holdings is the leading home appliance retailer, as well as a leader in tools, lawn and garden, fitness equipment and automotive repair and maintenance. Key proprietary brands include Kenmore, Craftsman and DieHard, with a broad apparel offering, including such well-known labels as Lands' End, the Kardashian Kollection, Jaclyn Smith and Joe Boxer, as well as Sofia by Sofia Vergara and The Country Living Home Collection. To learn more, visit www.searsholdings.com.

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