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VTECH®'S KIDIZOOM® SMARTWATCH NAMED TO THE KMART® FAB 15 LIST OF HOT HOLIDAY TOYS

World's First Smartwatch for Kids a Standout in Retailer's Annual Picks

(CHICAGO) – September 24, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental, stage-based electronic learning products for children, today announced its Kidizoom® Smartwatch, the world's first smartwatch for kids that includes engaging features such as a built-in camera, video and fun photo effects, was named to Kmart's Fab 15 list of must-have holiday toys. The annual elite list of the best holiday toys highlights the products that top wish lists nationwide with the aim of making purchases easier for consumers.

"The feedback from parents and kids has been overwhelming and this recognition further demonstrates why consumers trust our brand," said William To, President of VTech Electronics North America. "The Kmart Fab 15 list serves as both a showcase of the toy industry's elite products and a guide to parents and gift-givers for their holiday shopping, and we are honored to be included."

"Electronic toys that offer interactive play are on-trend and this year's Kidizoom Smartwatch is one of our favorites," said Hugo Malan, SVP and president, fitness, sporting goods and toys at Sears Holdings. "The Kidizoom Smartwatch inspires creativity for young photographers with fun photo effects, frames and filters, in addition to including four learning games. We expect that it will be a top pick with our Shop Your Way members and their kids this holiday season."

The Kidizoom Smartwatch lets kids capture photos, add photo effects, record videos and play built-in games for learning fun on the go. Complete with an easy-to-use 1.4" color touch screen, as well as more than 50 digital and analog clock displays and crafted with a durable design, the multi-functional Kidizoom Smartwatch is perfect for kids learning to tell time.

The Kidizoom Smartwatch also features a rechargeable battery, alarm clock, timer, stopwatch, voice recorder with funny voice changing effects and parental game controls. In addition, the Kidizoom Smartwatch is PC and MAC compatible for uploading photos, videos and recorded voice files and offers access to VTech's Learning Lodge® app store, where parents can download even more games and watch displays to extend the learning fun.

The Kidizoom Smartwatch is recommended for ages four and up and is available at the MSRP of \$59.99 online at www.vtechkids.com and at major retail locations nationwide.

For more information about the Kmart Fab 15 holiday toy list, visit www.kmart.com/fab15.

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About VTech®

VTech® is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich, almost 35 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with award-winning products such as the InnoTab® 3S Wi-Fi Learning Tablet, one of the first children's learning-based tablets with Wi-Fi, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech's comprehensive app store, features a robust library of more than 800 educational and entertaining games, e-Books, music and videos with engaging age-appropriate content across the widest variety of curricula, with content expanding to offer even more titles. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math and child development, consult on new product introductions and Learning Lodge content.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Ltd. is headquartered in Hong Kong with distribution globally. VTech is the global leader in electronic learning products from infancy to preschool.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

About Kmart

Kmart, a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a mass merchandising company and part of Shop Your Way®, 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. Kmart offers customers quality products through a portfolio of exclusive brands that include Sofia by Sofia

Vergara, Jaclyn Smith, Joe Boxer, Route 66 and Smart Sense. For more information visit the company's website at www.kmart.com | Sears Holdings Corporation website at www.searsholdings.com | Facebook: www.facebook.com/kmart.