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**THE CRAFTSMAN “MAKE A DIFFERENCE” TOUR HITS THE ROAD  
TO ASSIST COMMUNITIES NATIONWIDE**

*Ty Pennington Encourages Craftsman Club, SHOP YOUR WAY<sup>SM</sup> REWARDS Members and Americans  
Across the Country to Get Involved*

**HOFFMAN ESTATES, Ill. (April 26)** – The Craftsman brand and Craftsman Club, a part of the SHOP YOUR WAY<sup>SM</sup> Network, are hitting the road this summer to inspire Americans to open their [tool boxes](#) and start working with their hands, all while making a difference in communities across the country. Leading the charge is the [Craftsman “Make a Difference” Tour](#), launching on April 27, which will visit more than 20 locations nationwide, renovating homes of U.S. veterans and helping communities in need. The “Make a Difference” Tour is at the center of the Craftsman brand’s new “Made to Make” campaign, in which the Craftsman brand celebrates the “maker” within each of us.

Tomorrow and throughout the tour, Sears [Heroes at Home](#) and non-profit [Rebuilding Together](#) will join the Craftsman “Make a Difference” Tour. At the tour’s first stop in Moonachie, N.J., on National Rebuilding Day, the “Make a Difference” partners will help restore a home owned by a U.S. veteran that was devastated by Superstorm Sandy. National TV personality and DIY expert Ty Pennington will be there to lead volunteers and officially kick off the tour.

“It is so important to give back, and I have been fortunate to be part of some truly heartwarming home renovations throughout my career,” said Pennington. “I’m excited and proud to be part of the Craftsman ‘Make a Difference’ Tour because, with the help of volunteers from Heroes at Home and Rebuilding Together, we’ll make a positive impact in the lives of those in need.”

Featuring a 36-foot trailer and truck filled with the latest [Craftsman tools](#), the “Make a Difference” Tour’s stops across the U.S. will include projects benefiting military veterans, assisting areas affected by natural disasters, and local community restoration projects where Sears Hometown Stores are located. Scheduled tour stops include:

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|--------------------|------------------|
| Ardmore, Pa.       | Moonachie, N.J.  |
| Chicago            | Philadelphia     |
| Miami              | St. Louis        |
| Milford, Mich.     | Sturgis, S.D.    |
| Minneapolis, Minn. | Washington, D.C. |

“We believe all Americans can build, create and shape their worlds, from the smallest of home projects to the tallest of buildings. And, we enjoy the pride in seeing our passion for making come to life,” said Michael Castleman, president, Kenmore, Craftsman and DieHard and senior vice president, Sears Holdings. “For 86 years, the Craftsman brand has provided quality tools that are made to make. The Craftsman ‘Make a Difference’ Tour brings the desire of making to life, by mobilizing Craftsman Club members and local volunteers to make a difference in communities across the country.”

“Rebuilding Together is thrilled to be joining Sears Heroes at Home and the Craftsman brand for the ‘Make a Difference’ tour,” said Brad Segal, Chairman of Rebuilding Together’s National Board. “We appreciate their generosity and share the belief that, together, we can rebuild our communities, house by house, block by block, community by community.”

Americans can get involved in the tour by signing up for [Craftsman Club](#), a part of the SHOP YOUR WAY Network. Members can then follow the tour online at [Craftsman.com/MakeaDifference](#) where they can view updates, photos and information on each stop, and check for volunteer opportunities at planned rebuilding projects and events happening in their community. Additionally, the “Make a Difference” Tour will be making surprise stops in several areas, visiting lucky Craftsman Club members who need extra inspiration to complete their project.

At each event, volunteers and attendees can learn about the latest product solutions from the Craftsman brand, including [power tools](#), hand tools, garage, storage and [lawn and garden equipment](#). Attendees will also enjoy hands-on product demonstrations with innovative Craftsman tools, plus giveaways, an area to record testimonials on what building and creating means to them and a chance to sign up for Craftsman Club, a part of the SHOP YOUR WAY Network, for exclusive discounts.

Customers looking for even more inspiration to start making a difference, can visit the new [Craftsman project center](#) at Craftsman.com. There, fans can find potential new project ideas and upload their own projects, images and stories. Fans can connect with fellow and future “makers” for guidance, and participate in discussions. It’s the ultimate do-it-yourself hub.

To learn more about the “Make a Difference” Tour, visit [Craftsman.com/MakeaDifference](#). For more information on the “Made to Make” campaign, project center and latest Craftsman tools visit [Craftsman.com](#) or [Facebook.com/Craftsman](#).

#### **About Craftsman**

The Craftsman brand is America's most trusted tool brand. For 86 years, the Craftsman brand has developed innovative tools and products, earning a reputation for unsurpassed quality and durability, trusted for generations. The Craftsman brand offers a full range of hand and power tools that meet the needs of the DIY user to the demanding professional. In addition, The Craftsman brand also offers lawn and garden products and tool storage.

#### **About Sears Holdings Corporation**

Sears Holdings Corporation is a leading integrated retailer with over 2,600 full-line and specialty retail stores in the United States and Canada and the home 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](#). 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 Kollektion, Jaclyn Smith and Joe Boxer, as well as Sofia by Sofia Vergara and The Country Living Home Collection. We are the nation's largest provider of home services, with more than 15 million service and installation calls made annually and have a long-established commitment to those who serve in the military through initiatives like the Heroes at Home program. We have been named the 2011 Mobile Retailer of the Year, Recipient of the 2012 ENERGY STAR® "Corporate Commitment Award" for Product Retailing and Energy Management and one of the Top 20 Best Places to Work for Recent Grads. 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](#). Twitter: [@searsholdings](#) | Facebook: <http://www.facebook.com/SHCCareers>

#### **About Rebuilding Together**

Rebuilding Together is a Safe and Healthy Housing organization that believes Community Starts at Home. Our focus provides critical repairs, accessibility modifications and energy efficient upgrades to low-income homes and community centers at no cost to service recipients. Our impact extends beyond the individuals served to revitalize and stabilize vulnerable neighborhoods and communities across the country. Our close to 200 local affiliates complete approximately 10,000 rebuild projects a year thanks to the efforts of nearly 200,000 volunteers from corporate partners, skilled trades professionals and everyday good citizens. Join us — visit [www.RebuildingTogether.org](#).

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