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**RIDERS CRUISE INTO STURGIS MOTORCYCLE RALLY EARLY TO RENOVATE VETERANS' CLUB AS PART OF CRAFTSMAN "MAKE A DIFFERENCE" TOUR**

*Craftsman Club, Shop Your Way<sup>SM</sup> Members and Motorcycle Enthusiasts  
Unite to Give Back*

**HOFFMAN ESTATES, Ill. (July 25, 2013)** – Leather-clad riders aren't the only ones making their way into Sturgis, S.D., next week for the annual motorcycle gathering. The [Craftsman "Make A Difference" Tour](#) and its 36-foot trailer filled with the Craftsman brand's newest and most innovative tools will be motoring into town to make much needed repairs to the Sturgis Veterans' Club. Together with [Sears Heroes at Home](#) and [Rebuilding Together](#), the Craftsman brand will welcome volunteers from the Craftsman Club, a part of the Shop Your Way Network, the American Legion and members of the Harley Owners Group (HOG) to roll up their sleeves to give back to the rally's host city. Those attending Sturgis will be the first to preview the new exclusive Craftsman®/Harley-Davidson® co-branded storage units that will be sold through participating Harley-Davidson® dealers nationwide.

"During the Craftsman 'Make A Difference' Tour, we will travel 10,000 miles across the country this summer with Sears Heroes at Home and Rebuilding Together renovating the homes of military veterans and participating in community restoration projects," said Michael Castleman, president, Kenmore, Craftsman, DieHard and senior vice president, Sears Holdings. "Renovating the Sturgis Veterans' Club is a great way to kick off a week of rally festivities. This project marks the final military rebuild of the tour and we are thrilled that volunteers and riders are able to come together to give back to the military veterans who live in Sturgis."

On Monday, July 29, volunteers will begin a three-day renovation project on the Sturgis Veterans' Club that includes plumbing and electrical work, bathroom renovations, landscaping, painting and more, using [Craftsman tools](#). In addition, the Kenmore brand is donating refrigerators, freezer chests and a washer and dryer. The Sturgis Veterans' Club serves the American Legion, Veterans of Foreign Wars (VFW) and Disabled American Veterans (DAV).

After the renovation is complete, the Craftsman "Make A Difference" Tour truck will participate in the [Sturgis Motorcycle Rally](#) from August 3-10 alongside Harley-Davidson at their Lazelle and 3<sup>rd</sup> Street event site to showcase the latest tool innovations. Attendees will have the chance to view for the first time ever new co-branded tool storage units that will be sold exclusively through participating Harley-Davidson dealers nationwide beginning in September. Each will feature an all-black, dealer-exclusive design with official Harley-Davidson "Dark Custom" decaling.

- Three-Drawer Dark Custom Portable Chest: Includes all-steel construction with full-extension drawers and heavy-duty drawbolt latches. Suggested Retail, \$99.99.
- Nine-Drawer Dark Custom Heavy-Duty Combo: This 26-inch five-drawer top chest and four-drawer rolling cabinet features Craftsman I-Frame® construction, the Craftsman® DynaGlide™ ball-bearing drawer performance system for smooth and precise drawer operation, Griplatch® system to tightly secure doors once closed and heavy-duty 5 in. x 2 in. casters. Suggested Retail, \$799.99.

- **18-Drawer Dark Custom Heavy Duty-Combo:** This 40-inch seven-drawer top chest and 11-drawer rolling cabinet features Craftsman I-Frame® construction, the Craftsman® DynaGlide™ ball-bearing drawer performance system for smooth and precise drawer operation, Griplatch® system to tightly secure doors once closed and heavy-duty 5 in. x 2 in. casters. Suggested Retail, \$1,599.99.

The new “Dark Custom” tool storage units are a complement to the already popular line of “Vintage Orange” special-edition [Craftsman/Harley-Davidson co-branded tool storage](#) units sold by Craftsman and Sears featuring vintage orange drawer fronts, a black frame and official Harley-Davidson decaling, including the Harley-Davidson bar and shield. Portable, nine-drawer and 18-drawer units are now available at [Craftsman.com](#), [Sears.com](#) and at Sears full-line stores, Sears Hometown Stores and Sears Hardware Stores.

The Craftsman “Make A Difference” Tour was launched by Craftsman the brand in April to inspire Americans to open their toolboxes and start working with their hands to make a difference in communities across the country. To learn more about the Craftsman “Make A Difference” Tour and view photos from each stop along the way, visit [Craftsman.com/MakeaDifference](#). Customers looking for inspiration to start making a difference can visit the new Craftsman project center at [Craftsman.com](#) and join the [Craftsman Club](#), a part of the [Shop Your Way Network](#). There, fans can find potential new project ideas, upload their own projects, images and stories and connect with fellow and future “makers.”

#### **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 as well as the demanding professional. In addition, The Craftsman brand also offers lawn and garden products and tool storage.

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

Sears Holdings Corporation (NASDAQ: SHLD) is a leading integrated retailer with more than 2,500 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 Kollection, 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 14 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 2013 ENERGY STAR® “Partner of the Year - Sustained Excellence 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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