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## **CRAFTSMAN BRAND PLEDGES \$10,000 TO NON-PROFIT REBUILDING TOGETHER AS PART OF CRAFTSMAN "MAKE A DIFFERENCE TOUR" IN SUPPORT OF VETERANS**

*Craftsman Club, Shop Your Way<sup>SM</sup> Members and Motorcycle Enthusiasts Renovated Veterans' Club in Sturgis, S.D.*

**HOFFMAN ESTATES, Ill. (Aug. 2, 2013)** – Leather-clad riders weren't the only ones who made their way into Sturgis, S.D., this week for the annual motorcycle gathering. The [Craftsman "Make A Difference" Tour](#), together with sponsors [Sears Heroes at Home](#) and [Rebuilding Together](#), and a 36-foot trailer filled with the newest and most innovative Craftsman tools motored into town to make much needed repairs to the Sturgis Veterans' Club, including plumbing and electrical work, bathroom renovations, landscaping, painting and more.

The Craftsman brand united more than 50 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. To further demonstrate the Craftsman brand's dedication and commitment to our military veterans, the brand has pledged to donate \$10,000 to nonprofit Rebuilding Together through Sears Heroes at Home, a program to support military service members and their families, to aid in future military veteran home renovation projects.

For photos, video and more information on the Sturgis Veterans' Center renovation, click [here](#).

The Craftsman "Make A Difference" Tour truck is also participating in the [Sturgis Motorcycle Rally](#) beginning tomorrow, August 3, through August 10 alongside Harley-Davidson at their Lazelle and 3<sup>rd</sup> Street event site. 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.

The Craftsman "Make A Difference" Tour was launched by the Craftsman 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](http://Craftsman.com/MakeaDifference). Customers looking for inspiration to start making a difference can visit the new Craftsman project center at [Craftsman.com](http://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](http://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](http://www.searsholdings.com). Twitter: [@searsholdings](https://twitter.com/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](http://www.RebuildingTogether.org).

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