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Sears Holdings and International Cruise & Excursions, Inc. Announce Launch of Sears Vacations

FOR IMMEDIATE RELEASE

Sears Vacations to exclusively offer Sears' customers a new full service vacation program.

Scottsdale, AZ – December 12, 2011 – International Cruise & Excursions, Inc. (ICE), together with Sears Holdings announced the launch of a new business license agreement to provide the leisure and travel program, Sears Vacations, designed exclusively for Sears' customers.

Sears Vacations, which will provide unique leisure vacation experiences, primarily through an online platform, will provide customers the opportunity to opt-in to receive exclusive offers and extraordinary values on travel and vacation packages. Sears Vacations is designed to appeal to a broad demographic of family-centric, value oriented customers.

ICE, a global leader in travel based membership and loyalty rewards programs, partnered with TravelBlox LLC., a Chicago based company specializing in customized online vacation solutions, to introduce the Sears Vacations concept. ICE will utilize its proprietary technology to design, implement and manage the web-based platform for Sears Vacations, while also providing travel fulfillment and customer support through its world class client services center located in Scottsdale, Arizona and its supporting global offices.

"Sears is an iconic brand with strong customer loyalty. Sears Vacations aligns perfectly to Sears' history of providing customers attractive, valuable, high-quality products and services. We are thrilled to provide the value-oriented Sears customer an exclusive program that allows them to take advantage of significant savings on a broad range of customized vacation and leisure experiences," said ICE President and CEO, John Rowley.

Sears Vacations is set to launch in Q1, 2012. Sears Vacations will be merchandised and marketed by ICE through all Sears authorized touch points, including retail stores, partnerships with Sears' licensed business partners and Sears.com.

About ICE

International Cruise & Excursions, Inc. (ICE) is a worldwide travel and leisure organization with a global network of innovative travel alliances including top corporations, resorts, cruise lines, and leisure travel providers. ICE provides innovative cruise and travel programs, unique membership reward and loyalty programs, as well as cruise and vacation fulfillment services to major corporate brands serving more than 55 million consumers worldwide. Enjoying more than 14 years of tremendous growth and a legacy of successful industry innovation, ICE continues to raise the bar in creative marketing solutions, client services and passionate performance within the travel industry. Visit www.iceenterprise.com for more information.

About Sears Holdings

Sears Holdings Corporation is the nation's fourth largest broadline retailer with over 4,000 full-line and specialty retail stores in the United States and Canada. Sears Holdings is the leading home appliance retailer as well as a leader in tools, lawn and garden, consumer electronics and automotive repair and maintenance. Sears Holdings is the 2011 ENERGY STAR® Retail Partner of the Year. Key proprietary brands include Kenmore, Craftsman and DieHard, and a broad apparel offering, including such well-known labels as Lands' End, Jaclyn Smith and Joe Boxer, as well as the Apostrophe and Covington brands. It also has the Country Living collection, which is offered by Sears and Kmart. We are the nation's largest provider of home services, with more than 11 million service calls made annually. 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](https://twitter.com/searsholdings) | Facebook: <http://www.facebook.com/SHCCareers>

For More Information

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