

VenJuvo and Kmart Launch Trade4Credit Online Program Giving Customers Store Credit for Unwanted Electronics

Trade4Credit™ Program Allows Kmart Customers to Trade in Used Electronics Including MP3 players, Digital Cameras and Videogame Systems

San Francisco, Calif.- June 11, 2008 - VenJuvo, an innovative company specializing in consumer trade-in services, announced today it has joined forces with retail chain **Kmart** to offer the **Trade4Credit™** program to Kmart.com shoppers. The *Trade4Credit* program provides an easy and reliable way for customers to receive a Kmart gift card by turning in a wide variety of pre-owned electronics including gaming systems, mp3 players, digital cameras, digital camcorders, and GPS systems.

"There's no need to let that old game system or mp3 player sit in the closet collecting dust any longer," said Derek Harp, CEO of VenJuvo. "With the Trade4Credit program your old and broken electronics may have cash value, and it's time to trade them in for what you really want or need."

Venjuvo provides consumers with an equitable value guide that's easy to use online. While not every used electronics item will have value, trade-in values can reach as high as several hundred dollars.

"At Kmart, our customers appreciate a diverse selection of merchandise at an affordable price. The Trade4Credit program falls right in line with that philosophy, while helping people keep up with the latest and greatest tech gadgets," stated Jonathan Magasanik, Vice President/General Merchandising Manager of Home Electronics for Sears Holdings.

How *Trade4Credit* works!

Step 1: Log onto www.Kmart.Trade4Credit.com and select your item

Step 2: Enter the specific details of your electronic item (memory, condition, accessory details) to calculate the item's estimated trade-in value and then print a mailing label

Step 3: Mail the electronic item to VenJuvo free of charge

Step 4: VenJuvo validates the item and its value

Step 5: If validated, you will collect your Kmart gift card! A gift card will be issued within three business days from receipt of item

For more information about VenJuvo and Kmart's *Trade4Credit* program, visit www.Kmart.Trade4Credit.com.

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About Kmart

Kmart, a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a mass merchandising company that offers customers quality products through a portfolio of exclusive brands that include Jaclyn Smith, Joe Boxer, Martha Stewart Everyday and Route 66. For more information visit the company's website at www.kmart.com or the Sears Holdings Corporation website at www.searsholdings.com.

About VenJuvo, Inc.

VenJuvo, Inc. provides technology and services that enable retailers and manufacturers to offer consumers the ability to convert pre-owned items into new purchases or store credit – making it possible for consumers to easily extract the hidden value from high-cost electronics. VenJuvo was founded in 2004 as a portfolio company of Sable Lion Ventures, LLC (www.SableLion.com). VenJuvo and Trade4Credit™ are trademarks of VenJuvo, Inc. All other trademarks are the property of their respective owners.

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