



NEWS RELEASE

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Discovery Education Strikes Back-to-School Partnership with Sears

National Retail Partnership Designed to Introduce COSMEO Homework Help Service to Sears Customers Throughout the United States

Silver Spring, MD (July 11, 2006) – Discovery Education, the leading provider of broadband educational services for American schools and students, today announced that it is joining forces with Sears for a national retail promotional campaign. This new effort allows Sears’ shoppers to enroll in a special free three-month subscription to COSMEO, Discovery Education’s new online homework help tool, after making a purchase at any Sears store between July 16 and September 4, 2006.

Described as “an engaging learning tool” that allows parents “to learn how to help their kids,” COSMEO is the only comprehensive, video-rich online digital library of its kind. The site features more than 30,000 educational video clips correlated to grade level and state curriculum standards, easy-to-digest homework help, interactive learning games and more. Featuring a kid-friendly design and easy-to-use interface, the website allows kids in grades K through 12 across the 50 states to instantly reference educational video clips and other learning resources for any required assignment in key subject areas.

The multifaceted marketing partnership between Discovery Education and Sears will provide the opportunity for a three-month free subscription to COSMEO to all customers who shop at the more than 850 Sears stores around the United States. Scheduled to run during Sears’ core back-to-school period, shoppers will receive information about COSMEO via in-store displays and a special subscription information card included with every purchase made at any Sears store or at Sears.com.

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The special free-subscription offer will also be promoted through:

- Co-branded websites, direct mail pieces and e-mails to existing Sears and Discovery customers
- Promotion in three Sears circular marketing pieces reaching 50 million homes during the month of August
- Inclusion of information about COSMEO on Sears.com
- Making the COSMEO subscription available to all Sears employees

About Sears, Roebuck & Co.

Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation (Nasdaq: SHLD), is a leading broadline retailer providing merchandise and related services. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through more than 2,400 Sears-branded and affiliated stores in the United States and Canada, which includes approximately 926 full-line and 1,100 specialty stores in the U.S. Sears, Roebuck also offers a variety of merchandise and services through sears.com, landsend.com, and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Kenmore, Craftsman, DieHard and Lands' End – among the most trusted and preferred brands in the U.S. The company is the nation's largest provider of home services, with more than 13 million service calls made annually. For more information, visit the Sears, Roebuck website at www.sears.com or the Sears Holdings Corporation website at www.searsholdings.com.

About Discovery Education

Discovery Education is a division of Discovery Communications, the leading global real-world and knowledge-based media company. The leader in digital video-based learning, Discovery Education produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Its award-winning digital learning resources are licensed to more than 70,000 schools across the United States. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents. Through strategic partnerships with 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world harness the power of broadband and media to connect their students to a world of learning. For more information, visit www.discoveryeducation.com.

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