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FOR IMMEDIATE RELEASE

V-me and Sears present Honor Hispano Weeklong Salute to Latino Military Families Airs November 10 - 14th

NEW YORK, October 14, 2008 — **V-me**, America's fastest growing Hispanic TV network, continues to showcase the depth and scope of the U.S. Latino experience with its second annual **Honor Hispano** tribute, a week of special programs airing November 10th - 14th celebrating Latino military heroes and the enduring hope and commitment of their families.

Presented in its entirety by **Sears**, **Honor Hispano** includes exclusive primetime specials, original vignettes presenting stories of Latino soldiers and their families, and an invitation for viewers to visit **VmeTV.com** and send messages of support to current and past servicemen and women. The messages will appear in V-me's signature primetime interview program - *Viva Voz con Jorge Gestoso*.

"Sears is proudly and actively engaged in supporting America's Latino military families," said Miriam Gonzales of Sears. "Sears partnership with V-me's **Honor Hispano** and the Military Wish Registry available at www.Sears.com/wish this holiday season are a testament to that commitment. "

"As America celebrates "The Month of the Military Family" in November, V-me is proud to pay tribute to the sacrifice made by so many military families, and proud to have Sears alongside us," added Carmen DiRienzo, President V-me.

Honor Hispano 2008 special programming includes:

When Parents Are Deployed 1 & 2 (Cuando el Servicio Lama: Vivencias de Familias Militares and Cambios: Vivencias de Familias Militares) - Tuesday, November 11th from 10-11pm (ET) - For Veteran's Day, V-me joins with Sesame Workshop to present two powerful specials, hosted by well-known actress Gaby Rivero, that use candid, intimate interviews with real people — and stories with Sesame Street characters (Elmo, Rosita) in similar situations -- to examine the emotional and physical struggles of anxiety, loss and recovery that military families face before, during and after deployment.

Honor Hispano Week on Viva Voz with Jorge Gestoso - Monday - Friday November 10-14th - 9pm (ET). - V-me's signature nightly series is devoted to five evenings of interviews with military experts, veterans, family members, historians and elected leaders about the sacrifices and contributions made by Latinos throughout US military history.

Valentía: Mexican Americans in WWII - Friday, November 14th at 10pm (ET). Produced by Sacramento's KVIE Public Television, and making its national Spanish premiere on V-me, this documentary relives the experiences of Mexican-Americans in and out of the armed forces- from Congressional Medal of Honor recipients to Civil Defense and factory workers - with commentary from historians, including Dr. Maggie Rivas-Rodriguez of the University of Texas at Austin.

Historias de Guerra - Friday, November 14th at 10:30pm (ET). A V-me original production based on the story of Manuel and Gloria Medina, a Puerto Rican couple who lived the traumatic

events of World War II and its effects firsthand. Manny, a veteran, died only weeks after his interview for this program, and V-me is proud to honor him through this special.

Clio Presenta: Diaries from Baghdad (Diarios desde Bagdad) Thursday, November 13th 10pm(ET) A gritty chronicle details the daily life of a Mexican journalist reporting on the war, the insurgency and his encounters with soldiers and civilians he meets in the conflict zone.

Already reaching more than 50% of US Hispanic TV Households, V-me is presented locally by public TV stations and carried on basic digital cable and digital broadcast in many cities, and nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISHLatino Ch. 846. For specific local channel information, visit www.VmeTV.com

About Sears Holdings Corporation

Sears Holdings Corporation is the nation's third largest broadline retailer with over \$50 billion in annual revenues and approximately 3,800 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, home electronics and automotive repair and maintenance. 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 Martha Stewart Everyday products, which are offered exclusively in the U.S. by Kmart and in Canada by Sears Canada. The company is the nation's largest provider of home services, with more than 13 million service calls made annually. For more information, visit Sears Holdings' website at www.searsholdings.com.

About V-me

V-me entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature. The 24-hour network, partnered with public television, is America's largest Spanish digital channel. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit VmeTV.com

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