

My SHC Community



Ever wish you could talk directly to a retailer? Tell them about the products, services and offers that would really be right for you?

If you're interested in becoming part of something new, something different, we'd like to invite you to become a member of My SHC Community. My SHC Community, sponsored by Sears Holdings Corporation, is a dynamic and highly interactive on-line community. It's a place where your voice is heard and your opinion matters, and what you want and need counts!

Registration should only take a few minutes to complete.

To learn more about and join My SHC Community, simply provide your email below and we'll send you a link to get started.

Yes

No

This invitation is being powered by VoiceFive on behalf of My SHC Community. For more information on My SHC Community, please [click here](#). This survey adheres to My SHC Community's Privacy Policy which can be found [here](#). For more information about Sears Holdings Corporation [here](#).

EXHIBIT B

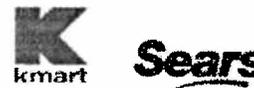


My SHC Community

From: "SearsHoldings@myshccommunity.com" <SearsHoldings@myshccommunity.com>

To: [REDACTED]@yahoo.com

From shopping, current events, social networking, to entertainment and email, it seems that the Internet is playing a bigger and bigger role in our daily lives these days.



If you're interested in becoming part of something new, something different, we'd like to invite you to join a new and exciting online community; My SHC Community, sponsored by Sears Holdings Corporation. *Membership is absolutely free!*

My SHC Community is a dynamic and highly interactive online community. It's a place where your voice is heard and your opinion matters, and what you want and need counts! As a member of MY SHC Community, you'll partner directly with the retail industry. You'll participate in exciting, engaging and on-going interactions - always on your terms and always by your choice. My SHC Community gives you the chance to help shape the future by sharing and receiving information about the products, services and offers that would really be right for you.

To become a member of My SHC Community, we simply ask you to complete the registration process which includes providing us with your contact information as well as answering a series of profile questions that will help us get to know you better. You'll also be asked to take a few minutes to download software that is powered by (VoiceFive). This research software will confidentially track your online browsing. This will help us better understand you and your needs, enabling us to create more relevant future offerings for you, other community members, and eventually all shoppers. You can uninstall the software at any time through the Add/Remove program utility on your computer. During the registration process, you'll learn more about this application software and you'll always have the opportunity to ask any and every question you may have.

Once you're a member of My SHC Community, you'll regularly interact with My SHC Community members as well as employees of Sears Holdings Corporation through special online engagements, surveys, chats and other fun and informative online techniques. We'll ask you to journal your shopping and purchasing behavior. Again, this will be when you want and how you want to record it - always on your terms and always by your choice. We'll also collect information on your internet usage. Community engagements are always fun and always voluntary! In exchange for becoming a member of My SHC Community:

- You'll gain entry into the My SHC Community Registration Sweepstakes¹, with sweepstake drawings worth \$5,000, \$2,500, and \$1,000! Prizes are distributed every two months so there are lots of opportunities to win!
- \$10 sent to you after one month of active membership, just for joining this online community and installing the software application².
- Be among the first to try new products and take advantage of special offers.
- You may receive information directly from Sears Holdings Corporation. You'll have the chance to share your thoughts and feelings about products, services and offers. And you'll always have the opportunity to ask any and every question you have.
- You'll partner directly with employees of Sears Holdings Corporation. The more you engage in and interact with the community, the more opportunity you'll have to shape the future of retail experiences - in-store, on-line, and services!

To become a member now, simply click on the "join now" link below and follow the registration instructions.

EXHIBIT B

Join Today!

Thanks for your time! We hope you decide to take advantage of this opportunity, and we look forward to your membership in this new and growing online community!

**Sincerely,
Sears Holdings**

¹ Entry into the registration sweepstakes is contingent on completion of the registration process.

² Only one payment per computer, per email address, contingent upon retaining software on your computer for at least 30 days



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Address http://www.myshccommunity.com/test/old_site/2007_12_22/Home.htm Go Links

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Kmart **Sears**

Changing the Way Retail Works - One Experience at a Time!

- As a member, you will create the future of in-store, on-line, and service experiences that are right for you and your changing needs
- Membership is FREE, community functions are fun and always voluntary
- Be the first to try new products and take advantage of special offers and promotions
- Enjoy special content: how-to guides, buying tips, and user forums tailored to a wide variety of interests
- Gain access to free planning and household budgeting tools that enable you to save even if you don't shop with us
- And don't forget, enter to win cash and fabulous prizes in sweepstakes drawings held many times throughout the year!

My SHC Community is part of a growing online community that relies on its members to provide feedback and guidance on the offers and experiences that are most important to YOU based on how you shop, and more important, how you WANT to shop! It's a community that connects shoppers like you to SHC employees, including the most senior executives, so that together we can build a better shopping experience. In exchange for participating in the community, members will have access to free planning and budgeting tools, special forums to express their views and ideas and will receive exclusive offers and promotions. Members are also eligible to win cash and merchandise prizes via sweepstakes that occur regularly throughout the year. Your voice counts. We want to hear from you!

My SHC Community does NOT sell personal information.

Join Today!

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My SHC Community SEARS HOLDINGS

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K kmart **Sears**

Welcome to My SHC Community!

As part of your membership within My SHC Community, we ask that you please complete this user profile. This will assist SHC in providing you the most relevant information, communication, and content customized to your needs.

What happens once you complete your master profile? In the very near future, all community functions will be built out and available for your use. These include community areas for you to review product information, test out new services and offers, share your ideas and feedback, talk with other community members and SHC senior executives, and check out your budget planning tool just to name a few! At this time however, our community is under-development as we work to provide you the best experience possible. So we thank you in advance for your patience, and ask that you please return to My SHC Community often to watch the development of your community unfold!

Profile and Contact Information

Please remember all information will be held strictly confidential. We will not provide your personally identifiable information to third parties for direct marketing purposes.

First Name

Last Name

E-mail

Country

Address 1

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Address 2

City

State

Zip Code (Postal Code)

Age

Choose a Password

Verify Password

What is the total number of people residing in your household?

Privacy Statement and User License Agreement

We value the trust you place in Sears Holdings ("Sears") and the companies which Sears owns and operates ("affiliates"). We want to ensure that you understand what information we gather about you, how we use it, and the safeguards we have in place in order to protect it. If you have additional questions or would like further information on this

[Printable version](#)

I am the authorized user of this computer and I have read, agree to, and have obtained the agreement of all computer users to the terms and conditions of the Privacy Statement and User License Agreement.

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Google

State: Select One

Zip Code (Postal Code)

Age

Choose a Password

Verify Password

What is the total number of people residing in your household? Select One

Privacy Statement and User License Agreement

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K **Sears**
kmart

We value the trust you place in Sears Holdings ("Sears") and the companies which Sears owns and operates ("affiliates"). We want to ensure that you understand what information we gather about you, how we use it, and the safeguards we have in place in order to protect it. If you have additional questions or would like further information on this topic, please feel free to write to our Webmaster at webmaster@customerservice.sears.com or help@customerservice.kmart.com. Myshccommunity.com may update this policy from time to time. Please check our policy periodically for changes. **Please note that sears.com, kmart.com and landsend.com will continue to maintain their own privacy policies. You may view them by clicking here: [sears.com privacy policy](#), [kmart.com privacy policy](#), and [landsend.com privacy policy](#).**

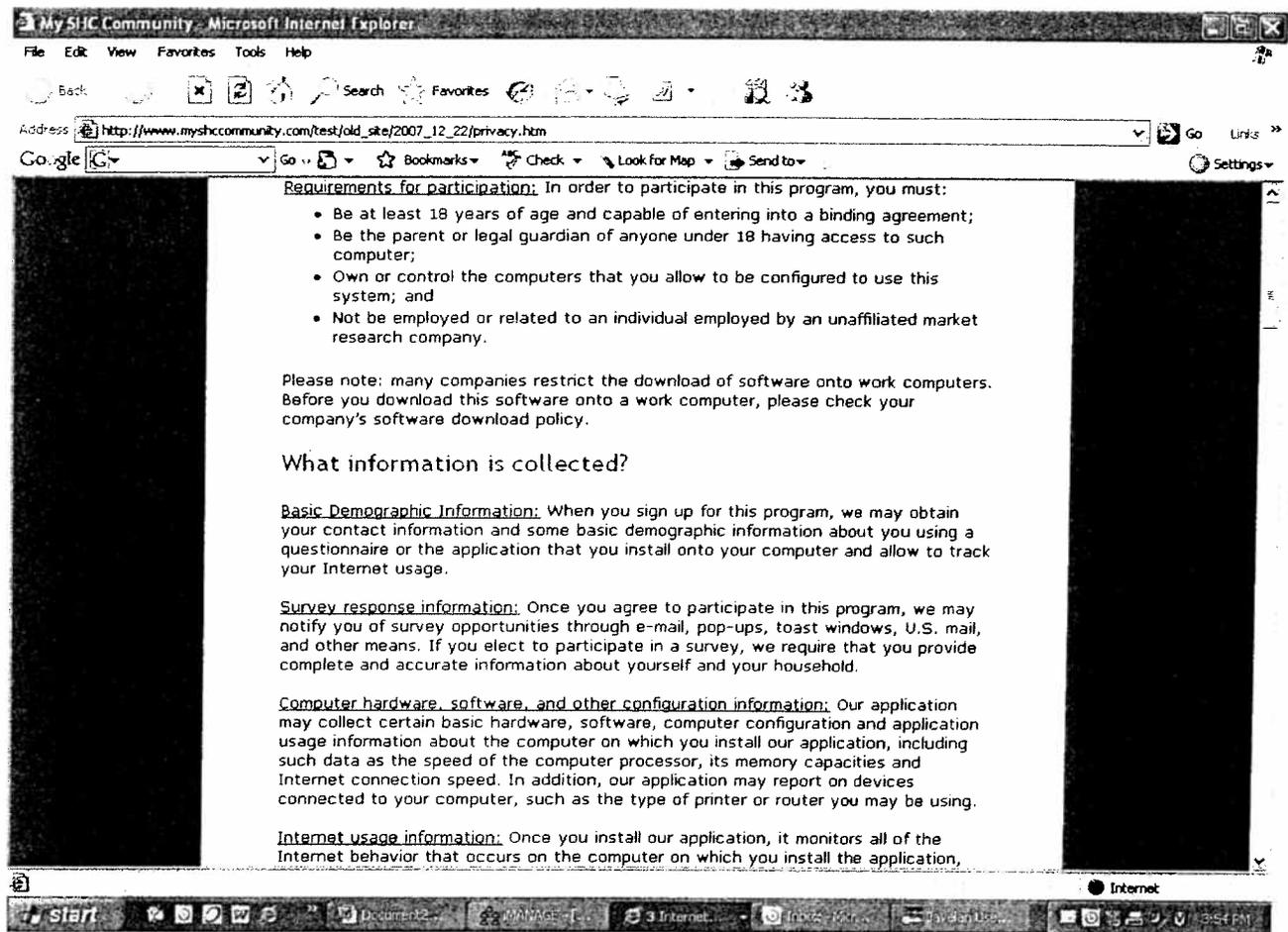
PRIVACY POLICY & USER LICENSE AGREEMENT

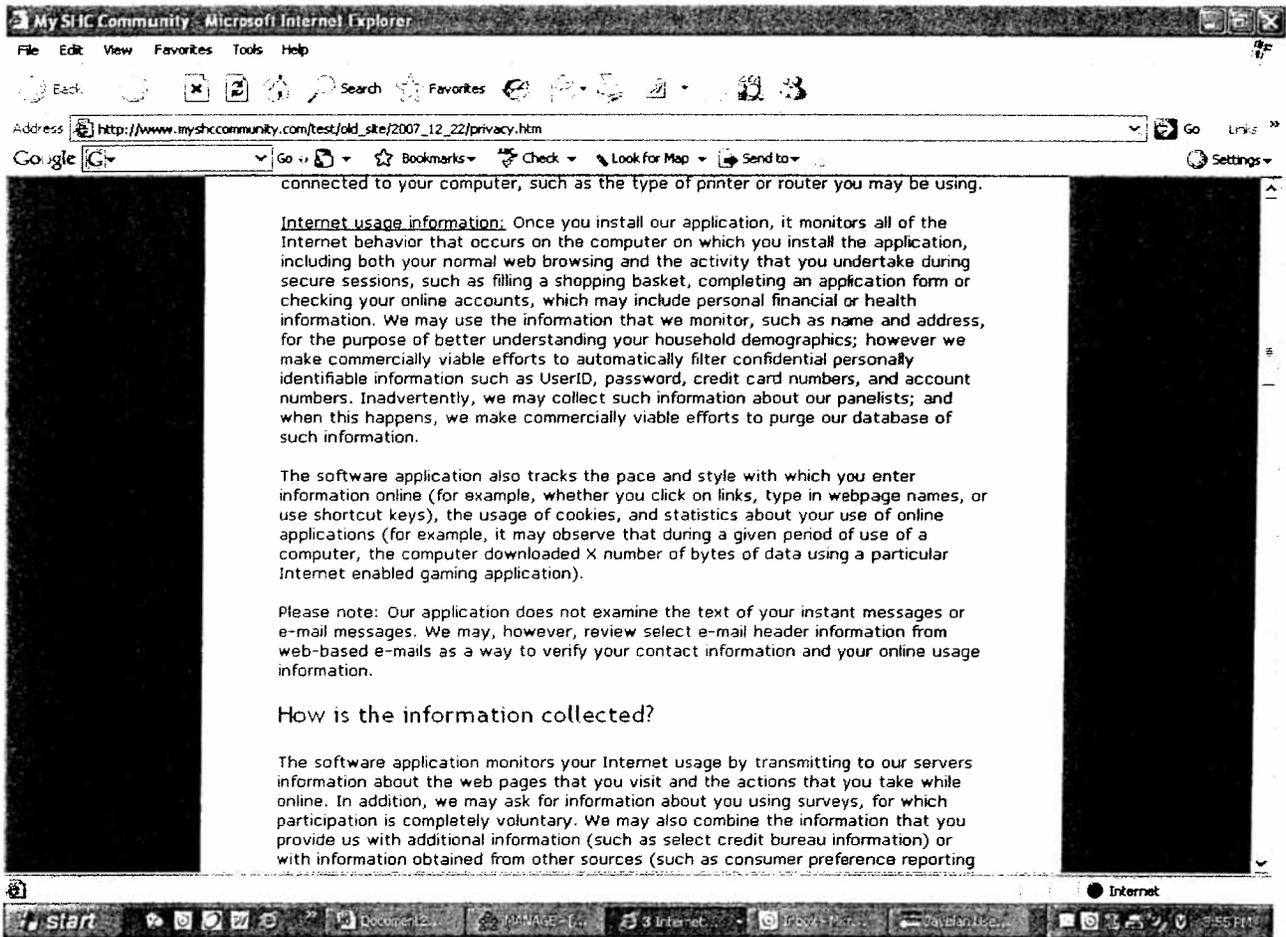
Before joining our program, enjoying the benefits of this program, and downloading our application, you must review and agree to the terms and conditions below and provide and obtain consent to this agreement from anyone who will be using the computers on which you install this application. By installing our application, you agree to be bound by this privacy policy & user license agreement, including the storage of the market research information provided by you on our computer systems in the United States.

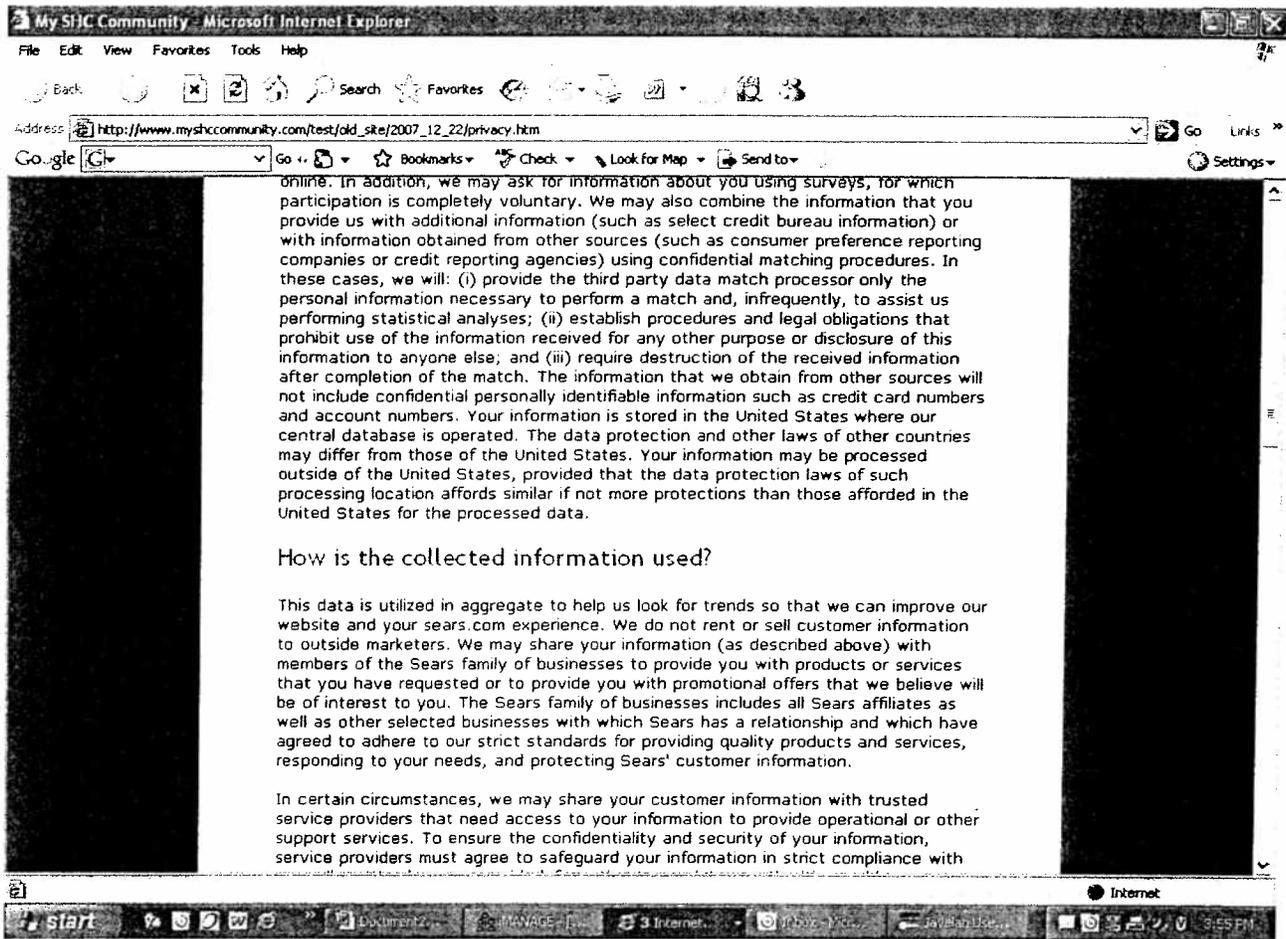
Requirements for participation: In order to participate in this program, you must:

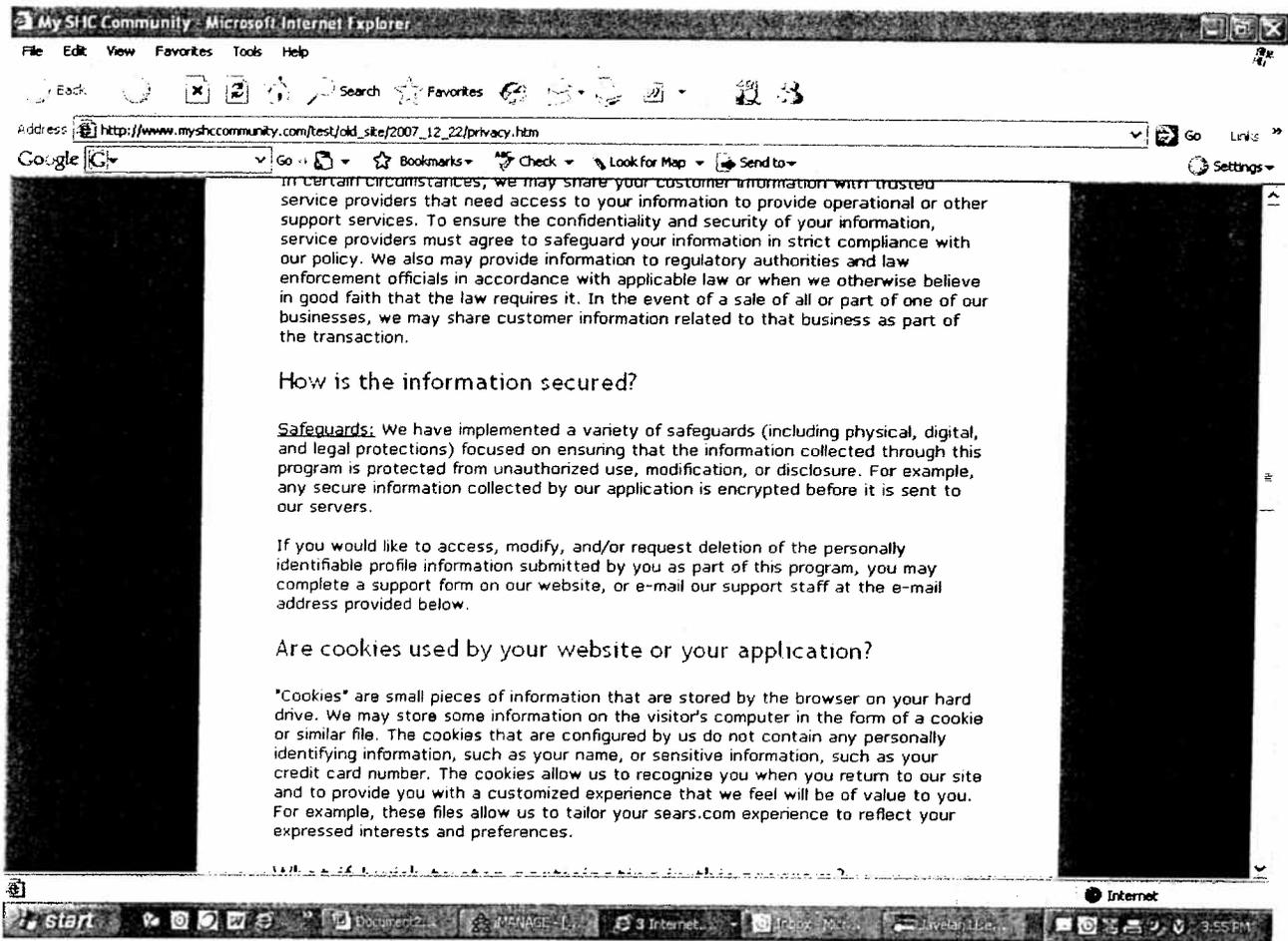
- Be at least 18 years of age and capable of entering into a binding agreement;
- Be the parent or legal guardian of anyone under 18 having access to such

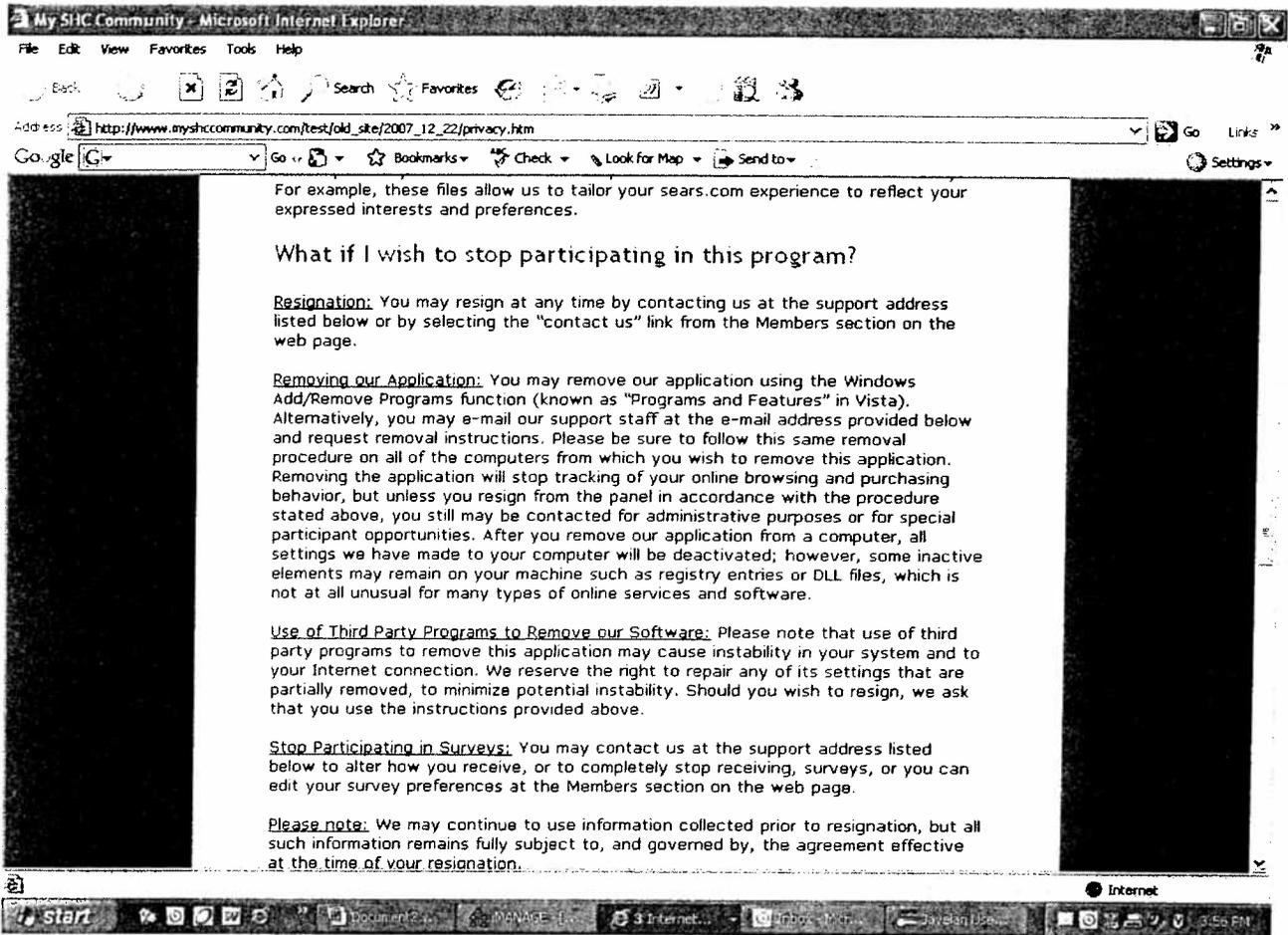
Address: http://www.sears.com/sr/framework/home.jsp?BV_UseBYCookie=Yes&vertical=SEARS&targetPage=%2Fmisc%2Fsears%2Fpolicy%2Fprivacy.jsp

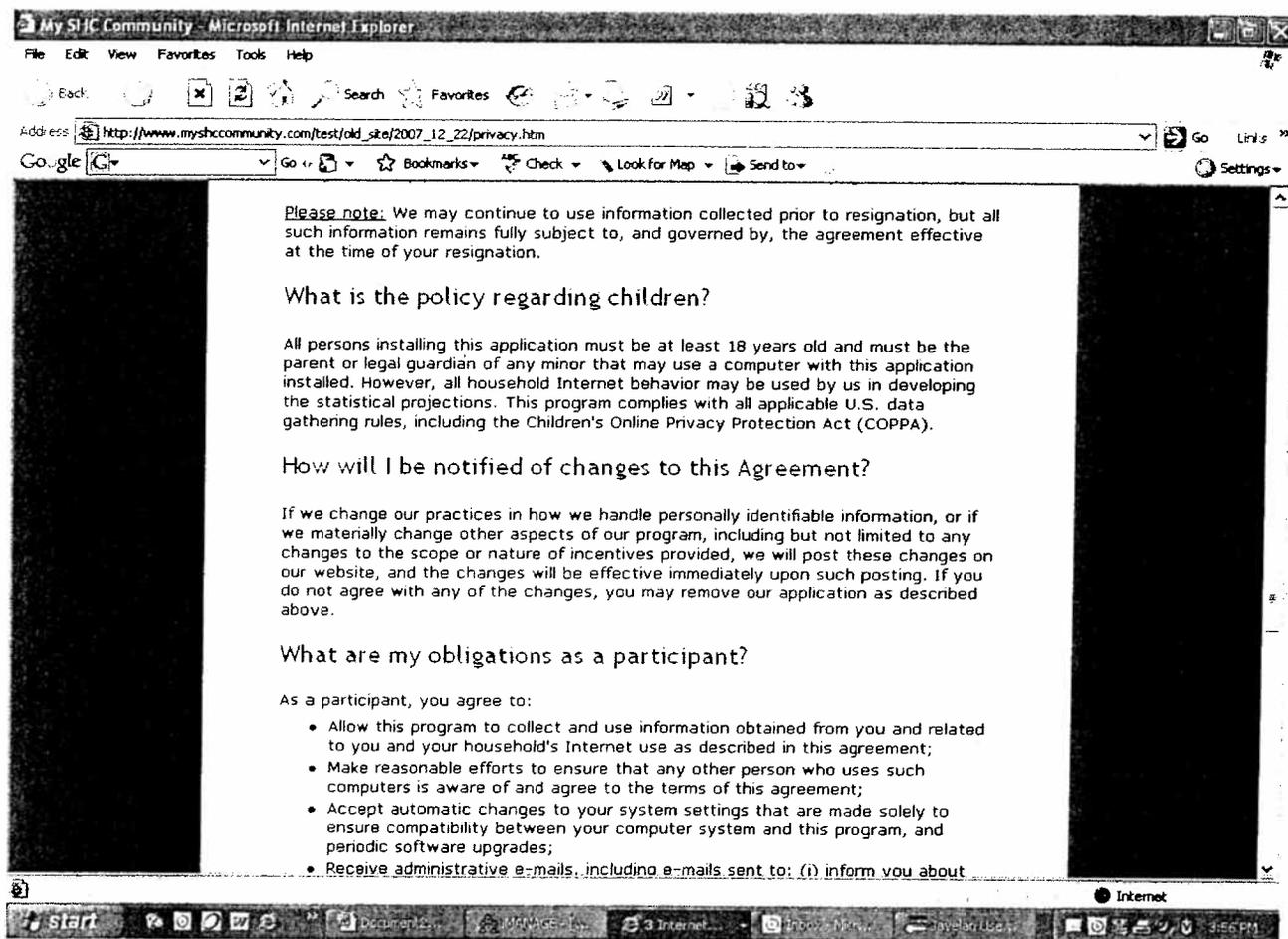


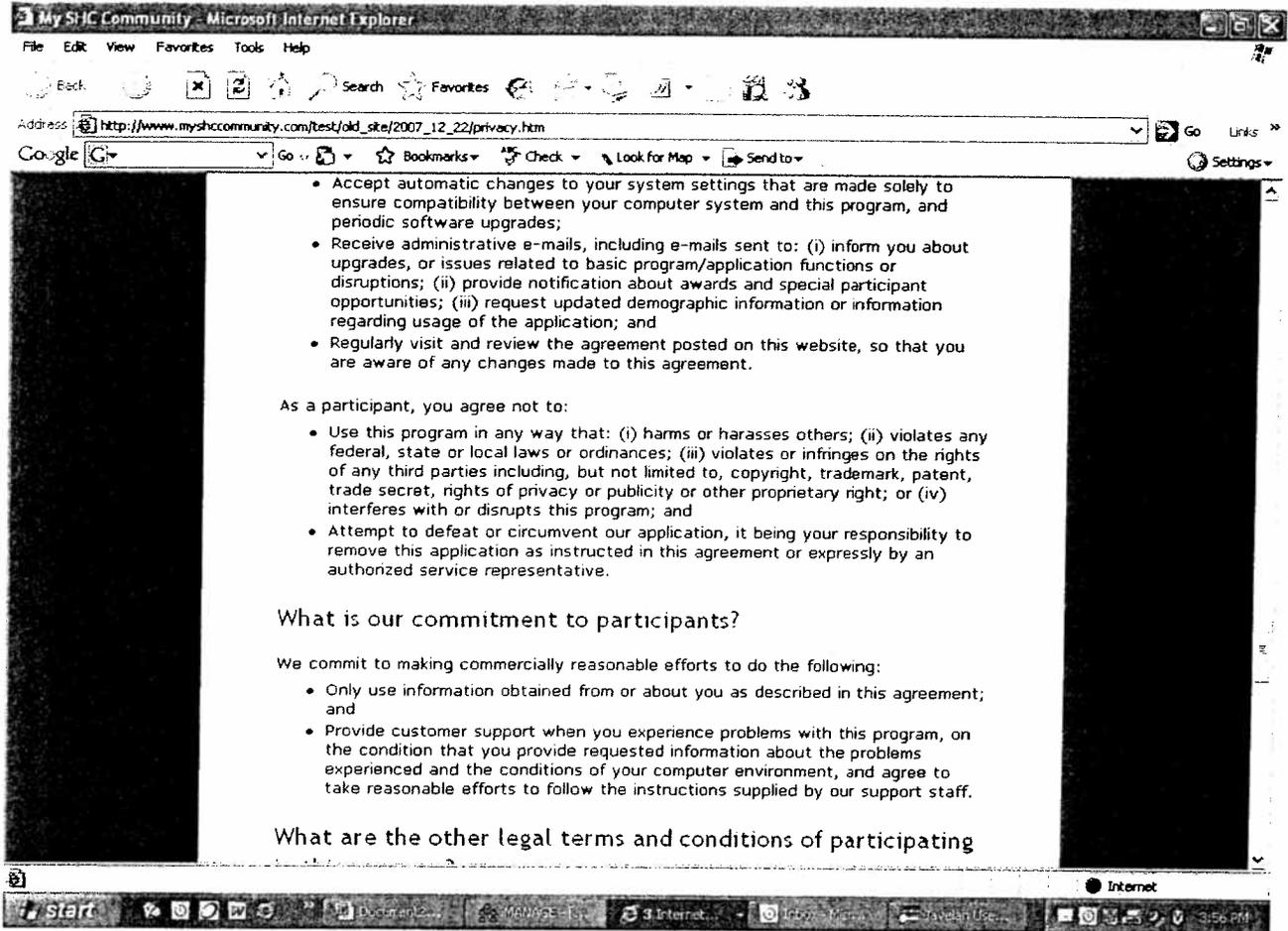












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take reasonable efforts to follow the instructions supplied by our support team.

What are the other legal terms and conditions of participating in this program?

Governing Law: You agree that any dispute or claim arising out of this program or agreement shall be settled by binding arbitration in Cook County, Illinois under the American Arbitration Association Rules. The proceedings shall be conducted and all evidence shall be offered in the English language. Regardless of any law to the contrary, any claim against us must be filed within one year of the time such claim arose, otherwise such claim will be barred forever. We agree that regardless of any law to the contrary, that the arbitrator shall have no authority to award, punitive or exemplary damages against any party to this agreement.

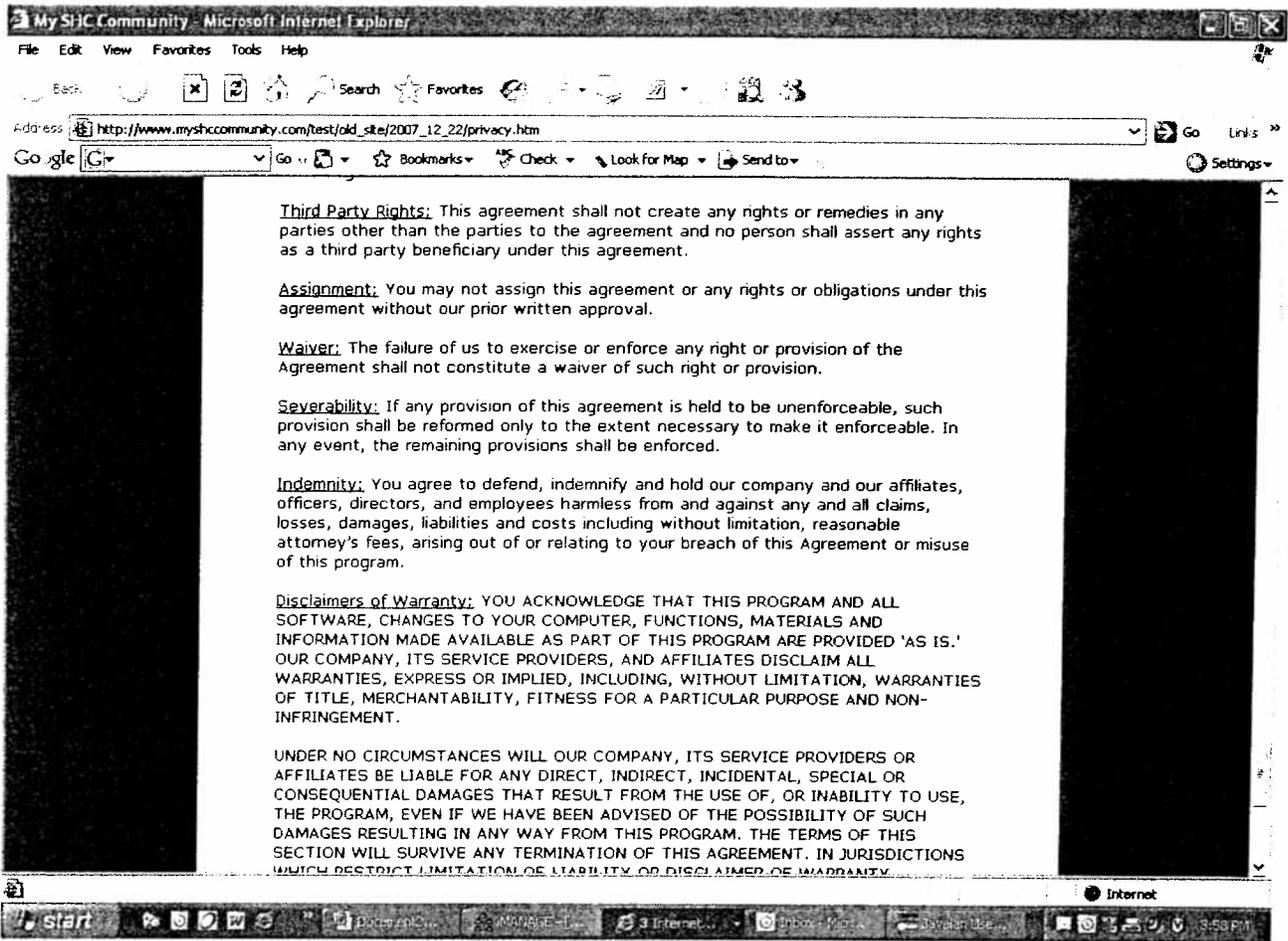
Notwithstanding the above, we may apply to any court of competent jurisdiction for a temporary restraining order or other interim relief, as necessary without breach of this agreement and without abridgment of the powers of the arbitrator.

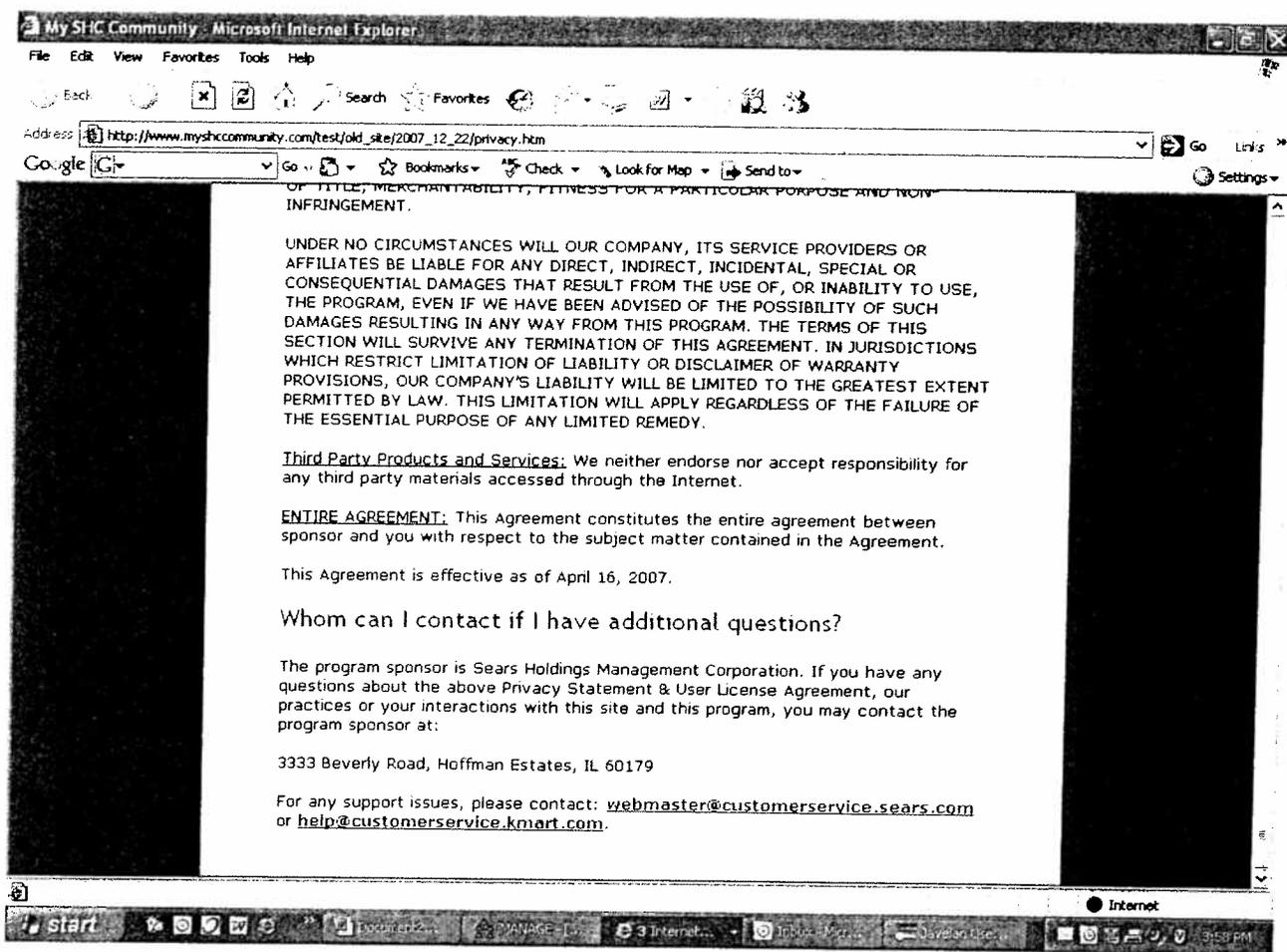
THIS AGREEMENT SHALL BE GOVERNED BY THE LAWS OF THE STATE OF ILLINOIS, WITHOUT REGARD TO CONFLICTS OF LAWS PROVISIONS AND SUCH LAW SHALL BE APPLIED BY THE ARBITRATOR TO THE MERITS OF ANY DISPUTE OR CLAIM. FOR ANY NON-ARBITRAL ACTION OR PROCEEDING ARISING OUT OF OR RELATED TO THIS PROGRAM OR THIS AGREEMENT, SOLE AND EXCLUSIVE JURISDICTION SHALL RESIDE WITH THE APPROPRIATE STATE COURT LOCATED IN COOK COUNTY, ILLINOIS OR FEDERAL COURT LOCATED IN CHICAGO, ILLINOIS.

While this program is available on the Internet to international users, the program is and remains a U.S. offering and all use of the information collected is and shall remain subject to U.S. law and practice. International users must take this into account and should consult their local laws and independently determine whether participation is desired given these facts.

Third Party Rights: This agreement shall not create any rights or remedies in any parties other than the parties to the agreement and no person shall assert any rights as a third party beneficiary under this agreement.

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OF TITLE, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT.

UNDER NO CIRCUMSTANCES WILL OUR COMPANY, ITS SERVICE PROVIDERS OR AFFILIATES BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE USE OF, OR INABILITY TO USE, THE PROGRAM, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES RESULTING IN ANY WAY FROM THIS PROGRAM. THE TERMS OF THIS SECTION WILL SURVIVE ANY TERMINATION OF THIS AGREEMENT. IN JURISDICTIONS WHICH RESTRICT LIMITATION OF LIABILITY OR DISCLAIMER OF WARRANTY PROVISIONS, OUR COMPANY'S LIABILITY WILL BE LIMITED TO THE GREATEST EXTENT PERMITTED BY LAW. THIS LIMITATION WILL APPLY REGARDLESS OF THE FAILURE OF THE ESSENTIAL PURPOSE OF ANY LIMITED REMEDY.

Third Party Products and Services: We neither endorse nor accept responsibility for any third party materials accessed through the Internet.

ENTIRE AGREEMENT: This Agreement constitutes the entire agreement between sponsor and you with respect to the subject matter contained in the Agreement.

This Agreement is effective as of April 16, 2007.

Whom can I contact if I have additional questions?

The program sponsor is Sears Holdings Management Corporation. If you have any questions about the above Privacy Statement & User License Agreement, our practices or your interactions with this site and this program, you may contact the program sponsor at:

3333 Beverly Road, Hoffman Estates, IL 60179

For any support issues, please contact: webmaster@customerservice.sears.com or help@customerservice.kmart.com.

My SHC Community

SEARS HOLDINGS

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You're almost finished!

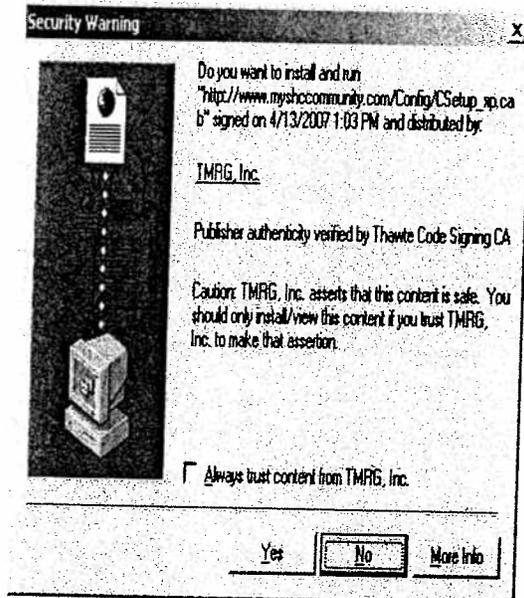
Please complete the following steps to download the mySHCCommunity software.

1. Click "Next" to begin the download.

Next

2. Click "Yes" if you are prompted with the screen below.

The installer will load, and your installation will begin automatically. (If you are using a dial-up modem, this can take up to 3 minutes.)



MSC-000120
CONFIDENTIAL