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SEARS ANNOUNCES TWO CHARITABLE INITIATIVES FOR 2011

Sears has announced two charitable initiatives that will kick off in 2011. The company has partnered with Plan Canada on the **Because I am a Girl** campaign and the **Jane Goodall Institute**.

Through a new partnership with Plan Canada, Sears will be donating \$50,000 plus 1% of net sales from the sale of **Girl Confidential's Because I am a Girl** merchandise (ages 6-12). Donations will be used to support Plan International's **Because I am a Girl** - projects which improve the lives of girls in developing countries and give them equal access to health care, education, protection, independence and an opportunity to participate in society.

"We're very excited to launch this special partnership," explains Nancy Dennis, Brand and Trend Director for Children's wear at Sears Canada. "Being able to support such an important cause is something we take great pride in and we know our customers do too."

Sears has also joined forces with the **Jane Goodall Institute** and its efforts to protect chimpanzees and their habitats. The Jane Goodall Wild Animal Collection features plush jungle animal toys made from eco-friendly, 100% non-toxic cotton with natural colouring. Part of the proceeds from each purchase will go towards the Jane Goodall Institute.

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“With the Jane Goodall Wild Animal Collection, parents can feel good about outfitting their little monkeys, while helping protect the chimpanzees,” says Dennis.

For more information visit www.becauseiamagirl.ca or www.plancanada.ca.

About Sears

Sears Canada is a multi-channel retailer with a network of 197 corporate stores, 219 dealer stores, 31 home improvement showrooms, over 1,800 catalogue merchandise pick-up locations, 108 Sears Travel offices and a nationwide home maintenance, repair, and installation network. The company also publishes Canada’s most extensive general merchandise catalogue and offers shopping online at www.sears.ca.

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