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**** ATTENTION ****

NEW SEARS STORE OPENS AT IMPERIAL VALLEY MALL
Shoppers Will Find Expanded Product Mix in Easy-To-Shop Format

WHAT: Grand Opening of **Sears at Imperial Valley Mall** in El Centro, Calif.

WHEN: **Saturday, March 5**
Doors open at 9:30 a.m.

WHERE: Sears at Imperial Valley Mall
3751 S. Dogwood Ave.
El Centro, Calif.

WHY: Sears is celebrating the opening of its newest store in El Centro California. The new 130,000-square-foot store will be the first retailer to open at the new mall. The store is a result of the relocation of the Sears store at El Centro Mall and is twice as large as its former location. The store will offer new and expanded merchandise categories and services never-before-seen in the El Centro area in an easy-to-shop format that will further meet the home and family shopping needs of area residents

VISUALS/HIGHLIGHTS:

- 8 – 9 a.m. - Customers can register at the main west-side entrance to win a \$1,000 Ribbon Cutting Sweepstakes given in the form of Sears Gift Cards. Drawing will take place during the Ribbon Cutting Ceremony.
- **9:10 a.m.** – Official ribbon cutting ceremony featuring Master of Ceremonies Frank Popejoy, president, Chamber of Commerce, Sedalia Sanders, the Mayor Pro-Tem of El Centro, Tim Ricker, Imperial Valley Mall manager, Mike McCarthy, Sears regional vice president, Chris Adams, Sears district general manager and Bob Diaz, Sears store general manager.
- The first 750 customers through the doors after the ribbon cutting-ceremony will each receive a \$10 Sears gift card.
- 11 a.m. - 2 p.m., “Mariachi Mixteco” band performs.
- **1 – 3 p.m.** Jesse Metcalfe, also known as “John the Gardener” on the new hit show, Desperate Housewives, signs autographs the Intimate Apparel department.
- 1 – 4 p.m. KidCare ID program in the Kid’s department.
- 2 – 6 p.m. – Clown entertains in the Kid’s department.
- 4 – 8 p.m. Cooking demonstration in the Housewares department.

Additional activities will take place throughout March including autograph sessions by Baseball Hall of Famer, Rollie Fingers, on March 12 from 1 to 3 p.m. and NFL player, Donnie Edwards, on March 19 from 1 to 3 p.m.

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Abbreviated Contest Rules: \$10 Gift Card Rules: NO PURCHASE NECESSARY. Open to legal U.S. residents. Void outside CA and where prohibited. Offer limited to first 750 people to enter the store on 3/5/05. Limit one per household. Subject to complete rules posted in store. **Ribbon Cutting Sweepstakes Rules:** NO PURCHASE NECESSARY. Open to legal U.S. residents. Void outside CA and where prohibited. Enter between 8 – 9 a.m. on March 5. Limit one entry per person. Winner will be announced at the ribbon cutting ceremony and must be present to win. Subject to complete rules posted in store.