

Fisher & Paykel Appliances Holdings Limited

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FPA ANNOUNCES SEARS AGREEMENTS

HOFFMAN ESTATES, III. (May 25, 2009) - Sears Holdings Corporation (NASDAQ: [SHLD](#)) today announced two new agreements with appliance manufacturer Fisher & Paykel. Sears Outlets will be the US distributor of a new ELBA brand of home appliances and Sears Appliance Showrooms will carry Fisher & Paykel in all locations.

The ELBA line will be sold through Sears Outlets and launches today with a high-efficiency laundry pair. Other appliances such as refrigerators will follow.

“Sears is the country’s leading retailer for washers, dryers and refrigerators,” said Jaime Brooks, Divisional Vice President and General Manager, Sears Outlet. “Sears Outlets is the perfect fit for a new brand of appliances that delivers high-end performance at a more-affordable price point for our customers. We are excited to introduce ELBA in our stores and believe this is a great opportunity for customers to get a quality product at a great price.”

The ELBA brand will be manufactured in Fisher & Paykel's North American facilities and will be sold in all 85 Sears' Outlet stores across the country.

Sears Appliance Showrooms will also expand the assortment of appliances offered to customers by adding several lines of Fisher & Paykel appliances to all 62 showroom locations.

Mike Goadby, North American President for Fisher & Paykel Appliances said, “We are very excited to expand our long-term relationship with a company like Sears that is so well known and respected among consumers. We believe our new ELBA line along with our partnership with Sears Appliance Showrooms will allow us to expand our offerings and continue to expose customers to our high-end quality home appliances throughout the United States.”



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