

FOR IMMEDIATE RELEASE



New Sears Home Appliance Showroom Store Opens in Pottstown, PA

Local Retailer Offers Top Brand Home Appliance Merchandise at Guaranteed Lowest Price

POTTSTOWN, Penn. (April 24, 2013) – Sears Hometown and Outlet Stores, Inc. (NASDAQ: SHOS) announces the opening of a new Sears Home Appliance Showroom located at 223 Shoemaker Road, Suite #315 in Pottstown, Pennsylvania. The store, which provides customers with access to a full suite of top brand home appliance merchandise and mattresses at the lowest price guaranteed, will open on April 25, 2013.

“The new Home Appliance Showroom in Pottstown will provide residents with convenience and accessibility to great products that they need and want for a competitive price,” said Glenn Surowiec, owner of Sears Home Appliance Showroom in Pottstown, Pennsylvania. “We’re looking forward to being a driving force in this community. Our goal is to be a valuable community partner, building relationships with other local businesses, organizations and community groups.”

Proving to be at the forefront of retail trends, Sears Hometown and Outlet Stores, Inc. has embraced the practice of “showrooming” that many big-box home improvement, home goods and appliance retailers are running away from. The showroom in Pottstown, Pennsylvania offers all of the top 10 appliance brands, including exclusive brands like Kenmore, guaranteeing the lowest price on all products.

Sears Home Appliance Showrooms are insulated from consumers checking out products in the showrooms and then leaving to purchase them elsewhere because only Sears sells all of the top 10 appliance brands and guarantees the lowest price on any of those brands. Each showroom is also equipped with an internet kiosk where customers are guided by sales staff to view similar products, price match with other retailers and order products not available in the showroom. Additionally, local residents benefit from the installation and repair services from trained technicians provided by Sears Home Appliance Showroom.

In addition to offering the Sears-exclusive Kenmore brand, the new Sears Home Appliance Showroom in Pottstown is the only place in town where customers can find an incredible selection of the top appliance brands such as Maytag, KitchenAid, Whirlpool, Bosch, Frigidaire and GE, plus a large assortment of mattresses. The Sears Home Appliance Showroom in Pottstown, Pennsylvania can be reached at (610) 970-2529 and will be open Monday through Saturday from 10 a.m. – 9 p.m. and on Sunday from 11 a.m. – 7 p.m.

Aside from providing consumers with top brand appliances and other products, Sears Hometown and Outlet Stores offers a unique business opportunity with valuable brand recognition for entrepreneurs interested in a scalable model. In addition to Home Appliance Showroom stores, there are three other store formats and several franchise opportunities focused on selling home appliances, hardware, tools, lawn and garden equipment and outlet merchandise. There are 97 Home Appliance Showroom stores open and operating across the

United States and 1,251 total Sears Hometown and Outlet Stores located across all 50 states as well as in Puerto Rico and Bermuda.

For more information about Sears Hometown & Outlet Stores, including Sears Home Appliance Showroom, please visit www.shos.com. To learn about the opportunity to own and operate a Sears Home Appliance Showroom or other format, please visit www.ownasearsstore.com.

About Sears Hometown and Outlet Stores, Inc.

Sears Hometown and Outlet Stores, Inc. (NASDAQ: SHOS) is a national retailer primarily focused on selling home appliances, lawn and garden equipment, tools and hardware. Sears Hometown and Outlet Stores, Inc. and its dealers and franchisees have stores located in all 50 states and in Puerto Rico and Bermuda.

In addition to merchandise, Sears Hometown and Outlet Stores, Inc. provides consumers with access to a full suite of services, including home delivery, installation and extended service contracts.

Sears Hometown and Outlet Stores, Inc. operates through two segments—the Sears Hometown and Hardware segment and the Sears Outlet segment. The Sears Hometown and Hardware segment's stores are designed to provide customers with in-store and online access to a wide selection of national brands of home appliances, lawn and garden equipment, tools, sporting goods and household goods, depending on the particular store. The Sears Outlet stores are designed to provide customers with in-store and online access to purchase new, one-of-a-kind, out-of-carton, discontinued, obsolete, used, reconditioned, overstocked and scratched and dented products across a broad assortment of merchandise categories, including home appliances, apparel, mattresses, sporting goods, tools and lawn and garden equipment at prices that are significantly lower than manufacturers' suggested retail prices.

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