



## FOR IMMEDIATE RELEASE

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# eLayaway® welcomes Kmart® and Sears to the world of online layaway

TALLAHASSEE, Fla. – Friday, October 16, 2009 – As both consumers and merchants struggle to find online payment alternatives that make financial sense, Sears Holdings Corporation adds the power of online layaway to retail giants Sears and Kmart®. Scheduled for launch on October 9, 2009, the last day of their self-proclaimed “National Layaway Week,” the online layaway process will provide much needed relief to consumers looking for smarter ways to plan their spending.

Online payment solution firm, eLayaway®, has been providing consumers with an online layaway option since 2006. The recent popularity of layaway has increased both traffic and usage of the service. eLayaway® offers its registered merchants with an opportunity to affordably provide layaway to their customers as a means of expanding market share while reducing the administrative requirements of traditional layaway. Consumers appreciate those merchants that offer payment alternatives designed to help them better plan and afford their purchases.

*“Layaway has become more than just a payment option. It’s a commitment by the merchant to work with the consumer and fulfill their needs,”* said Doug Salie, CEO of eLayaway®. *“For Sears Holdings Corporation to see the benefits of offering online layaway validates the importance and relevance of our growing industry.”*

As merchants prepare for the coming holidays, more and more of them are turning to payment alternatives such as eLayaway® to help them get the most out of the busiest shopping season of the year.

*“When it comes to payment alternatives, the more options you give a consumer, the better,”* said Sergio Pinon, CMO of eLayaway®. *“Instead of adding yet another credit-based alternative, smarter merchants are finding that credit-free options such as eLayaway® provide consumers with the affordability, convenience and payment plans they need to complete a purchase.”*

### **About eLayaway®**

eLayaway® is the internet’s largest patent-pending online layaway payment solution that lets shoppers pay over time for their purchases on a schedule that fits their lifestyle and budget. Charged a small, flat transaction fee as low as 1.9%, the consumer receives their merchandise once all payments are made in full. eLayaway® is based in Tallahassee, Florida and currently provides their service for over 700 merchants including the Minnesota Vikings, Jacksonville Jaguars and the Detroit Red Wings.

This press release may contain forward-looking statements covered within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements relate to, among other things, plans and timing for the introduction or enhancement of our services and products, statements about future market conditions, supply and demand conditions, and other expectations, intentions and plans contained in this press release that are not historical fact and involve risks and uncertainties. Our expectations regarding future revenues depend upon our ability to develop and supply products, which we may not produce today and that meet defined specifications. When used in this press release, the words “plan,” “expect,” “believe,” and similar expressions generally identify forward-looking statements. These statements reflect our current expectations. They are subject to a number of risks and uncertainties, including, but not limited to, changes in technology and changes in pervasive markets.

For more information, visit [www.eLayaway.com](http://www.eLayaway.com).

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