

Feb. 26, 2020

# A NEW BEGINNING

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## THE REBRANDING PROJECT

### Creating Public Awareness

Today, the attached press release was sent to the public, announcing the combination of Sears Outlet, LLC and American Freight. The release is designed to capture the public's attention and to inform them of our new brand. This exciting phase of the rebranding project lets the public in and creates awareness for our new brand, which will help us hit the ground running for our Grand Opening event in April.

### How to Respond to the Public

Following this release, we expect public interest to increase. We all need to be prepared to answer questions from customers and associates.

#### **Responding to Customer Questions**

It is very likely that customers will reach out to your store with questions on how this name change will affect them and/or their purchases. We attached FAQs to this email. Please read over this document so that you can provide answers to potential questions. If customers want to know more about the rebranding, please direct them to [www.searsoutlet.com/rebrand](http://www.searsoutlet.com/rebrand).

#### **Responding to the Media**

If the local media contacts you or arrives at your store, we need to be prepared. If the media arrives, please direct them to a manager. We have attached a Media Statement that the manager can print out and give to the press. If the media asks for an interview, please reach out to our official Public Relations representation for specific direction:

- Mandi Gualtieri  
Senior Account Manager  
Fishman Public Relations
  
- Contact via [agualtieri@fishmanpr.com](mailto:agualtieri@fishmanpr.com) or 847-945-1300

Gaining media coverage is an exciting phase of our rebranding initiative. We are now at the point where we can share our new brand with the public and promote our future with American Freight!