The Kenmore Brand Integrates Amazon Dash Replenishment into Smart Refrigerators to Simplify Kitchen Maintenance

Service automatically reorders water and air filters based on standard six-month window, advancing Kenmore’s mission to help owners cook, clean and live better.

HOFFMAN ESTATES, Ill., Nov. 1, 2018 – With a continued focus on home appliance innovation that improves customers’ everyday lives, the Kenmore brand today announced a collaboration with Amazon Dash Replenishment, a service that enables customers to automatically reorder goods from Amazon for their Kenmore smart appliances at the right time. Now, all of Kenmore’s smart refrigerators are integrated with Dash Replenishment so that customers may opt to have water and air filters reordered automatically on Amazon.com when they need replacing.

“Our members and their families rely on us to help make their lives easier, so teaming up with Amazon to enable our smart refrigerators with Dash Replenishment is another way to deliver on that promise,” said Peter Boutros, president of Kenmore, Craftsman and DieHard brands. “This service presents an entirely new way to get a filter conveniently that will save time, reduce the number of trips to the store and help keep families healthy by maintaining sanitary, filtered water.”

To set up Dash Replenishment with Kenmore smart refrigerators, owners will activate the service through their Kenmore Smart App using their Amazon account. They’ll then select the water or air filter they want to reorder based on the refrigerator model they own. When it’s time for a new filter, owners will be sent the necessary product before they even know they’re in need of one. The service eliminates the dreaded realization of, “I don’t have a new filter, but I need one now.”

Teaming up with Amazon further enhances Kenmore’s smart appliance functionality to shoppers. Kenmore plans to enable additional products with Dash Replenishment in the future, including its smart washers, dryers and dishwashers. Currently, Kenmore customers can create a Kenmore Smart account using their Amazon credentials for any of their Kenmore smart appliances, all of which work with Alexa.

For more information about Dash Replenishment, visit: www.amazon.com/drs. To learn more about Kenmore’s smart refrigerators, visit: https://www.kenmore.com/products/smart-appliances/.

About the Kenmore Brand
The Kenmore Brand is an industry leader in delivering trusted performance in the home with smart and stylish appliance innovations that help consumers do things quicker, easier and better. Recognized as a top appliance brand for over 100 years, the Kenmore brand continues to give consumers more time, efficiency and improved results for better living, with industry-leading products across small and larger appliance categories. For more information, visit www.kenmore.com, https://www.kenmore.com/press-kit or www.facebook.com/kenmore.

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Sears, Roebuck and Co., a wholly owned subsidiary of Sears Holdings Corporation (NASDAQ: SHLD), is a leading integrated retailer providing merchandise and related services and is part of Shop Your Way, a social shopping experience where members have the ability to earn points and receive benefits across a wide variety of physical and digital formats through shopyourway.com. Sears, Roebuck offers its wide range of home merchandise, apparel and automotive products and services through Sears-branded and affiliated full-line and specialty retail stores in the United States and Canada. Sears, Roebuck also offers a variety of merchandise and services through sears.com, landsend.com and specialty catalogs. Sears, Roebuck offers consumers leading proprietary brands including Craftsman and DieHard -- among the most trusted and preferred brands in the U.S. The company is the nation’s largest provider of home services, with more than 14 million service and installation calls made annually. For more information, visit...
Services, with more than 14 million service and installation calls made annually. For more information, visit the Sears, Roebuck website at [www.sears.com](http://www.sears.com) or the Sears Holdings Corporation website at [www.searsholdings.com](http://www.searsholdings.com).

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