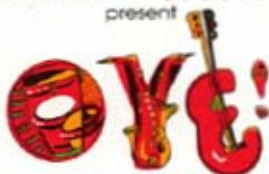


SEARS & GLORIA

present



Opportunities for Youth Empowerment

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**SEARS, GLORIA ESTEFAN HELP LOCAL YOUTH BECOME
INSTRUMENTS OF CHANGE**

Retailer, Singer Launch \$1 Million Program During 34-Market Concert Tour

(HOFFMAN ESTATES, Ill.) -- Thousands of youth across the United States are affecting positive change in their communities this summer, thanks to a \$1 million multicultural program called OYE!. The youth empowerment program was created by in with the *Evolution Tour '96*, Ms. Estefan's first concert tour in six years.

The 34-market tour, which is sponsored exclusively by Sears, opens in Atlanta on July 18 and ends in Miami.

As an acronym, OYE! stands for Opportunities for Youth Empowerment and also means "Listen to me" in Spanish. The United Way of America, in partnership with local United Way organizations in the 34 concert cities, has been selected to administer OYE!. Through OYE!, Sears and the Gloria Estefan Foundation are awarding a \$20,000 grant to a single organization that directly empowers young people to address critical issues in each of the tour cities. Each of the grant recipients has been selected by a local youth advisory board, and focuses on issues that vary from city to city, ranging from youth development, to juvenile crime, to neighborhood revitalization.

"OYE! is very special to me and to my partnership with Sears," said Gloria Estefan. "Together, we are leaving something of immeasurable value behind in each tour city, which is instruments of positive change and make a difference in their communities."

Referring to the bilingual context of the program's name, Ms. Estefan explained that OYE! has universal meaning. "Regardless of what language you speak, OYE! reaches everyone. This is why Sears and I are benefiting youth of all ethnic and socioeconomic backgrounds through this

-more-

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