

Sears to let outside retailers onto its Web site

NEW YORK

Sears Holdings Corp. said Friday that it will allow outside retailers to sell products on its Web site, a move similar to one recently taken by Wal-Mart Stores Inc.

The action allows the company, which runs its namesake stores as well as Kmart locations, to provide a greater assortment of products to its online shoppers.

The new initiative "provides new opportunities for us to deliver more shopping choices to our customers as well as open up new lines of communication with our business partners," said Tom Aiello, a spokesman for Sears in a statement.

He declined to comment on which retail partners the company would be working with, only saying it will cover a wide spectrum.

Sears' decision to expand its online offerings comes less than a month after Wal-Mart announced that it would let outside retailers sell nearly 1 million new items through Walmart.com. Wal-Mart said at the time that it picked retailers such as eBags, CSN Stores and Pro Team because they have large product assortments and solid customer service track records.

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