



FOR IMMEDIATE RELEASE
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KOHL'S AND VERA WANG ANNOUNCE EXCLUSIVE NEW COLLECTION
Introducing Very Vera by Vera Wang

MENOMONEE FALLS, Wis., August 24, 2006 — Kohl's Corporation (NYSE:KSS) is teaming up with Vera Wang to create Very Vera by Vera Wang - as a premium fashion and lifestyle brand. The exclusive brand will be available in all Kohl's stores and on Kohls.com starting Fall 2007.

The Very Vera by Vera Wang brand is licensed by a subsidiary of Vera Wang Group to Kohl's under a long-term agreement. Kohl's will be the exclusive provider and marketer in the United States of all Very Vera by Vera Wang merchandise such as sportswear, intimate apparel, handbags, leather accessories, jewelry, footwear, linens and towels.

"The Very Vera by Vera Wang brand will retain my personal design sensibility of a relaxed effortless approach to fashion," Vera Wang states. "I am thrilled to create a collection of creative lifestyle and apparel products for Kohl's. This new partnership with Kohl's, a company with incredible integrity and trust in the marketplace, is a true honor."

Vera Wang is widely considered one the most respected designers in the world and received the Council of Fashion Designers of America's 2005 women's wear designer of the year award. In addition to her successful bridal and ready to wear divisions, she continues to build her lifestyle business with modern and elegant lifestyle collections. She has created a unique and aspirational world filled with youthful sophistication.

"We are excited to partner with Vera Wang, a renowned designer, fashion icon and celebrity," said Kevin Mansell, president of Kohl's. "Vera Wang brings a wonderful feminine design sensibility to her work. The Very Vera by Vera Wang premium collection is modern and addresses the fashion demands inherent in today's female shopper. This will be a strong addition to our portfolio of exclusive and national brand offerings, and it is another great example of how Kohl's continues to differentiate itself in the marketplace."

Teleconference Call Thursday, August 24 at 10 a.m. EST (Media Only)
Dial-in Number: 877-707-9632; 785-830-1916 (outside the U.S.)
Passcode: 7kohls

About Kohl's

Based in Menomonee Falls, Wis., Kohl's is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. By the end of 2006, Kohl's will operate 817 stores in 45 states. For a list of store locations and information, or for the added convenience of shopping online, visit Kohl's Website at Kohls.com. In addition, Kohl's recently launched transformationnation.com, allowing customers to view the latest fall fashion essentials, interact with a virtual wardrobe planner, and stay up-to-date on fashion trends from industry experts.

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About Vera Wang Group

Vera Wang Group designs, markets and distributes collections of women's bridal, maids and ready-to-wear and lavender label apparel under the Vera Wang name. Vera Wang Licensing LLC, the licensing division of the company, has selectively granted licenses for the manufacture and distribution of fragrance and beauty-related products (Coty Prestige, Inc.), eyewear (Couteur Designs, a division of the Kenmark Group), china, crystal, silver and gifts (Wedgwood), fine jewelry (Rosy Blue Fine), Vera Wang suite (Halekulani Hotel), fine papers (William Arthur), intimate apparel (Charles Komar & Sons) and mattresses (Serta Mattress Company). In addition, Vera Wang on Weddings was published by Harper Collins in 2001. For more information on Vera Wang, please visit the company's Website at www.verawang.com.

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