



FOR IMMEDIATE RELEASE
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KOHL'S DEBUTS NEW YORK DESIGN OFFICE

MENOMONEE FALLS, Wis., October 12, 2006 — Kohl's Corporation (NYSE: KSS) today announced the opening of a Kohl's design office in the heart of New York's Garment District. The 23,000 square-foot facility, located at 1359 Broadway, is the company's first product-design presence in the nation's fashion capital and is expected to open in January 2007.

Kevin Mansell, Kohl's president said, "As we continue to differentiate Kohl's through exclusive partnerships that bring world class brands to customers nationwide, having a New York presence puts us closer to the design source and management of these new partnerships, such as Vera Wang and Food Network. It's also an important step towards our strategy of growing market share."

On the heels of a two year aggressive expansion of the company's Milwaukee based design and product development team, the New York design office will house up to 30 designers and support associates. The New York office will primarily manage design development for new licenses and report to Peggy Eskenasi, Kohl's executive vice president of product development.

Eskenasi said, "I am confident that our outstanding design team in Milwaukee will continue to keep us on the forefront of fashion styles and trends in our private brands, while our New York team will support the design of our exclusive licensed brands."

Amid several nationally recognized fashion-design schools and a talent-rich local labor pool, designers and others interested in career opportunities in Kohl's New York design office are encouraged to visit www.kohlscareers.com/design for more information and a current list of available positions.

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 Web site 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.

Cautionary Statement Regarding Forward-Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including guidance on the Company's targeted sales and earnings. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements.

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These risks and uncertainties include, but are not limited to those described on Exhibit 99.1 to Kohl's annual report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

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