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**Contacts:**

Kohl's: Vicki Shamion, Kohl's VP of Public Relation, (262) 703-1464  
Food Network: Mark O'Connor, VP Public Relations, (212) 401-2419

**KOHL'S BRINGS THE EXCLUSIVE FOOD NETWORK BRAND TO KITCHENS NATIONWIDE**

*New Line of Food Network Branded Kitchen Products Available  
Exclusively at Kohl's Stores in 2007*

MENOMONEE FALLS, Wis., September 27, 2006 — Kohl's Corporation (NYSE:KSS) and Food Network today announced an exclusive licensing relationship to develop a Food Network-branded line of home goods, including cookware, dinnerware, kitchen gadgets, cutlery, pantryware and food storage, kitchen electrics and table linens. Continuing its strategy of bringing innovative and exclusive brands to its customers, Kohl's will carry the line at Kohl's stores nationwide and at Kohls.com, beginning in the fall of 2007.

The newly created relationship marks the first national home merchandise launch for Scripps Networks, Inc. - the parent company of Food Network, HGTV, DIY Network, GAC and Fine Living television networks, and is a subsidiary of The E.W. Scripps Company (NYSE: SSP). In addition to offering new merchandise, Kohl's and Food Network will fully integrate marketing opportunities with Food Network programming and celebrity chefs.

"The Food Network brand is synonymous with excellence, variety and excitement," said Kevin Mansell, president of Kohl's Corporation. "This exclusive, new partnership blends the Food Network entertainment that consumers love with world class brands they expect from a trusted national retailer like Kohl's. This is yet another way Kohl's continues to deliver on our mission of brands, value and convenience while further differentiating in the marketplace."

"We are thrilled to bring the strength of Food Network into this new arena and believe that our relationship with Kohl's will extend our brand into the marketplace in an exciting new way," said Brooke Johnson, president of Food Network. The development of a housewares line will enable us to reach new consumers as well as the passionate and loyal viewers of Food Network."

Food Network has become one of the fastest growing networks among cable and satellite subscribers over the past five years and is currently available in 90 million homes across the country.

"One of the most watched television networks in the nation, Food Network will be giving our viewers and Kohl's customers' exclusive access to products that will bring the Food Network experience to life in their own kitchens," said John Lansing, president of Scripps Networks. "As we execute our strategy to extend our cable television brands into the retail sector, Kohl's national consumer reach and aggressive growth strategy make them the ideal partner."

United Media, the licensing subsidiary of The E.W. Scripps Company, assisted Food Network in the early phase of negotiations with Kohl's.

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**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 [www.kohls.com](http://www.kohls.com). In addition, Kohl's recently launched [transformationnation.com](http://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.

**About Food Network**

FOOD NETWORK ([www.foodnetwork.com](http://www.foodnetwork.com)) is a unique lifestyle network and Web site that strives to be way more than cooking. The network is committed to exploring new and different ways to approach food - through pop culture, competition, adventure, and travel - while also expanding its repertoire of technique-based information. Food Network is distributed to 90 million U.S. households and averages more than seven million Web site users monthly. With headquarters in New York City and offices in Atlanta, Los Angeles, Chicago, Detroit and Knoxville, Food Network can be seen internationally in Canada, Australia, Korea, Thailand, Singapore, the Philippines, Monaco, Andorra, Africa, France, and the French-speaking territories in the Caribbean and Polynesia. Food Network is one of five popular lifestyle networks operated by Scripps Networks, a division of The E.W. Scripps Company, which also owns and operates HGTV ([www.hgtv.com](http://www.hgtv.com)), DIY Network ([www.diynetwork.com](http://www.diynetwork.com)) FINE LIVING ([www.fineliving.com](http://www.fineliving.com)), and Great American Country ([www.gactv.com](http://www.gactv.com)).

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