



FOR IMMEDIATE RELEASE
December 6, 2007

Contact:

Janay Wittek-Balke, CKPR, 414-227-3584, jbalk@ckpr.biz
Courtney Rogaczewski, 262-703-7568, courtney.rogaczewski@kohls.com

Kohl's Offers \$5 Gifts That Give Back This Holiday Season

"Guess How Much I Love You" joins other Kohl's Cares for Kids® holiday offerings to benefit children nationwide

MENOMONEE FALLS, Wis. – For customers looking for the perfect Christmas gift, Kohl's Cares for Kids® offers gifts that are not only fun to give but that contribute to children in the community at the same time. If children are on your list, gift giving is made easy and doesn't have to be expensive – through Kohl's Cares for Kids, inexpensive gifts can be purchased that contribute to the greater good while whittling down your shopping list.

For just \$5, now through December, Kohl's is offering hardcover books of favorite tales by authors Sam McBratney and Amy Hest. "Guess How Much I Love You" and "You're All My Favorites" by McBratney and Hest's "You Can Do It, Sam" are illustrated by Anita Jeram and can be accompanied with coordinating, scarf-wrapped plush for just \$5 more.

"Great gifts don't have to cost a lot of money," said Julie Gardner, executive vice president and chief marketing officer of Kohl's Department Stores. "Through Kohl's Cares for Kids, great quality gifts are inexpensive and customers can feel good knowing that when they buy for one child, they benefit another because Kohl's earmarks 100 percent of the net profits from our Kohl's Cares for Kids merchandise for children's health and education initiatives nationwide."

Since the inception of Kohl's Cares for Kids in 2000, Kohl's has turned \$5 books, plush and CDs into more than \$85 million for children's initiatives while providing affordable books for millions of eager readers. Kohl's Cares for Kids merchandise makes great stocking stuffers, gifts for classmates, or diversions if all you really want is a Silent Night during the busy Christmas season – and your purchase is working to help keep America's youth healthy through partnerships with 158 children's hospitals.

In addition to the books and plush, Kohl's Cares for Kids offers a holiday CD featuring classic Christmas songs from Frank Sinatra and Bing Crosby. Other Kohl's Cares for Kids program features include fundraising gift cards for schools and youth-serving organizations; the Kohl's Kids Who Care® Scholarship Program, which recognizes young volunteers; and the A-Team Program which encourages associate volunteerism and provides grants to youth-focused nonprofits. For more information visit www.kohls.com.

About Kohl's Corporation

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) 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. Kohl's operates 929 stores in 47 states. A company committed to the communities it serves, Kohl's has raised more than \$85 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program. For a list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.