



FOR IMMEDIATE RELEASE  
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**KOHL'S ANNOUNCES EXCLUSIVE PARTNERSHIP WITH ELLE**

*ELLE Women's Apparel Brand Available in United States and Sold Exclusively at Kohl's Stores in Spring 2007  
Kohl's Brings Contemporary Fashion to Customers Faster than Ever Before*

MENOMONEE FALLS, Wis., February 7, 2007 — Kohl's Corporation (NYSE: KSS) and Lagardère Active Media Licensing, a division of the company that publishes ELLE magazine, today announced a multiyear licensing agreement to develop an ELLE-branded line of women's apparel to be sold in the United States exclusively at Kohl's stores. The collection will initially launch in approximately 300 stores nationwide and on Kohls.com this Spring, ultimately expanding to all stores by Spring 2008.

"Since sharing our speed to market strategy last October, we have made significant progress with several existing brands, reducing merchandise cycle time by 12 weeks. The launch of the ELLE brand demonstrates our speed to market success with new partners, allowing us to bring young women contemporary, runway-inspired fashions several months faster than ever before," said Kevin Mansell, president of Kohl's Department Stores. "With consistent double-digit growth in readership, ELLE magazine is one of the most recognized women's brands in publishing and we are confident that this brand will resonate with young, hip shoppers. Our speed to market with world-class brands such as ELLE further delivers on our strategy of bringing exclusive merchandise to our customers nationwide."

"This exciting licensing agreement with Kohl's is an extension of our parent company's global strategy for ELLE, the largest fashion magazine brand in the world. ELLE launched in France over 50 years ago, now publishes 39 magazine editions worldwide and has licensed products in more than 80 countries, including over 250 free-standing ELLE stores. Through this exclusive arrangement with Kohl's, ELLE-branded product will now be offered in the U.S. We are very pleased to be part of this unique partnership with one of the most successful department stores in this country," said Fabrice A. Plaquevent, CEO, Licensing, Lagardère Active Media.

"Fashion, stylishness and lifestyle have always been associated with ELLE, and we strongly believe that this collaboration will offer tremendous opportunity to develop innovative, modern and fashionable products," said Jack Kliger, president and CEO, Hachette Filipacchi Media U.S.

Kohl's will collaborate with Lagardère Active Media's Licensing Division based in Paris on the ELLE product design. The collection will launch and be quickly replenished with the season's hippest wardrobe essentials and key trend items such as knit and woven tops, denim and twill bottoms, skirts, dresses, shorts and jackets.

Kohl's will lead the development, distribution and marketing of the collection. Leveraging the strength of the ELLE brand and Kohl's, Hachette Filipacchi Media U.S. will coordinate print advertising in the U.S. edition of ELLE magazine.

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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. Kohl's operates 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).

**About ELLE and Hachette Filipacchi Media U.S. ([www.hfmus.com](http://www.hfmus.com))**

ELLE is the largest fashion magazine in the world, with 39 editions on five continents. ELLE in the U.S. reaches an audience of 4.9 million readers each month with millions more online who find that ELLE represents style and substance with an independent point of view. ELLE is published by Hachette Filipacchi Media U.S.

Hachette's enthusiastic brands reach over 50 million consumers through magazines and millions more online and thanks to mobile content. The company's other prestigious brands include *American Photo*, *Boating*, *Car and Driver*, *Cycle World*, *ELLE Decor*, *ELLEgirl*, *Flying*, *Home*, *Metropolitan Home*, *Popular Photography & Imaging*, *Premiere*, *Road & Track*, *Shock*, *Sound & Vision* and *Woman's Day*. In addition to the print titles, each brand has a digital edition and a website; and a growing number of Hachette brands, including *Car and Driver*, *ELLE*, *ELLEgirl* and *Woman's Day* have brand extensions in television, radio, mobile services and consumer-branded events. Hachette Filipacchi Media U.S., Inc. also includes book and custom publishing, integrated marketing, database and market research, as well as licensing, and is part of the Lagardère Active Media division of Lagardère SCA ([www.lagardere.com](http://www.lagardere.com)) headquartered in France.

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