



## FOOD NETWORK AND KOHL'S LAUNCH BOBBY FLAY-BRANDED KITCHENWARE AND CASUAL ENTERTAINING PRODUCTS

### *Food Network Star Serves Up First Lifestyle Collection of Cookware, Dinnerware, Gadgets, Cutlery and More*

**NEW YORK, May 15, 2008** – Food Network and Kohl's Corporation (NYSE: KSS) will debut the **Bobby Flay** casual lifestyle collection, available only at Kohl's stores and Kohls.com May 15. This launch is an extension of the original collaboration between Food Network and Kohl's, which introduced Food Network-branded kitchenware products in September 2007.

The new Bobby Flay collection encompasses casual lifestyle products, unique grilling items, and the worldly Mediterranean influences of Bobby's culinary point of view. The product assortment includes a diverse selection of affordable cookware, dinnerware, kitchen gadgets, utensils, cutlery, kitchen textiles and barbecue tools. At launch, regular prices will range from \$4.99 for an oatmeal bowl to \$139.99 for a 16-Piece Plancha Dinnerware Set.

"This collection is quintessentially Bobby Flay – his bold style, culinary expertise, and personality all come through in this exceptional line," said Sergei Kuharsky, general manager, Food Network. "We are proud to have partnered with Bobby and Kohl's to bring our viewers these fresh tools just in time for summer grilling and backyard barbecues."

"I've always loved eating almost anything off the grill. These products will help you grill, cook and entertain anytime, in any weather," said Flay. "My products represent how grilling has become a lifestyle and a part of our culture, all year round. Everyone should have the tools to create amazing food."

Flay's favorites include: the Bobby Blender, with favorite cocktail measurements etched into the pouring glass; 16-piece Plancha dinnerware set, with sun-drenched colors and a terra cotta base; tablecloths, placemats, napkins and bar mop towel sets all in Plancha colors; cutlery including a set of steak knives and a slicing set, and an Acacia Wood collection of large salad bowls, servers and a cutting board that doubles as a cheese plate.

Flay was intimately involved in the development of the line, with assistance from the Food Network Kitchens, ensuring the products are chef-quality for the home cook. The consumer friendly packaging features photos of Flay with tips and instructions, and select products include recipes created by the celebrated chef for use with the item.

"Bobby Flay is an exceptional talent with a true passion for sharing his love of great food and easy entertaining with his fans and Kohl's customers," said Rick Seeger, Kohl's executive vice president/general merchandise manager, home and footwear. "We're pleased to extend our partnership with Food Network by introducing an affordable collection of quality products that delivers on our mission of bringing world-class brands to customers nationwide."

This summer, Flay is the face of Food Network. To kick off grilling season, the celebrated master will start by hosting, "Thrill of the Grill" week from May 25-June 1, featuring an all-new, best-of-the-best *Throwdown* hour-long special. In July, Flay will launch his first new daytime series in five years, *Grill It! with Bobby Flay*. On the series, he invites viewers known for grilling prowess to submit videos, via FoodNetwork.com, to show why they should come on set to cook alongside the grilling guru himself. The guest griller's best recipe will be the food of the day, with Flay having no clue what that food will be until they grill it! Viewers can also catch more Bobby Flay on [www.FoodNetwork.com/grilling](http://www.FoodNetwork.com/grilling) with exclusive webisodes that answer those perennial grilling questions.

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**KOHL'S**  
expect great things

Bobby Flay/2

### 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 more than 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. The E.W. Scripps Company (NYSE:SSP), which also owns and operates HGTV ([www.hgtv.com](http://www.hgtv.com)), DIY Network ([www.diynetwork.com](http://www.diynetwork.com)), Great American Country ([www.gactv.com](http://www.gactv.com)) and FINE LIVING ([www.fineliving.com](http://www.fineliving.com)), is the manager and general partner.

### 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 957 stores in 47 states and will celebrate the opening of its 1,000th store in the fall. A company committed to the communities it serves, Kohl's has raised more than \$102 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](http://www.kohls.com).

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