

SUGGESTED DISCLOSURE: Employ an exclusive reveal strategy with national and home town paper, followed by wire distribution of release.

Suggested Timing: 6/12 (Please note: Memorial weekend holiday and Kohl's May sales are released on 6/5, support suggested 6/12 timing)

Pitch Targets: (Please note: The surf category has received some negative press recently – LA Times May 08):

Home Town: Milwaukee Journal Sentinel –Doris Hajewski

National Print: Wall Street Journal – Cheryl Tan

Executive Interviewed: Kevin Mansell and/or Don Brennan. Hang Ten and/or Quick Silver exec

Distribution:

6/9 – Embargoed pitch goes live to MJS/WSJ (early am)

6/11 – 4 p.m. (post-market) to lotus notes users

6/12 – Any exclusives break (WSJ/MJS)

6/12 – 8 a.m. (pre-market) to BusinessWire

6/12 – post to Kohls.com after release has crossed the wire

HANG TEN SNAPSHOT

In-store per contract: March 2009

Apparel set: TBD

Home set: TBD

Graphics set: TBD

Initial tab exposure: TBD

Kohls.com: TBD

E-marketing: TBD

Direct mail: TBD

MVC: TBD

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Kohl's® Announces License Agreement with American Brand Holdings for Iconic Hang Ten Brand

Designed by Quiksilver, Inc. Hang Ten will be Sold Exclusively at Kohl's Spring 2009

MENOMONEE FALLS, Wis., June 12, 2008 – Kohl's Corporation (NYSE:KSS) and American Brand Holdings today announced a licensing agreement naming Kohl's as the exclusive U.S. retailer for Hang Ten on a wide variety of merchandise. Hang Ten, a California lifestyle collection for young shoppers, will include apparel and accessories and launch spring 2009 in nearly 240 Kohl's stores and Kohls.com, ultimately expanding to all stores nationwide. Kohl's also announced an agreement with Quiksilver to design the collection and its packaging.

"This partnership strengthens our position in the sportswear category. From our successful Tony Hawk brand, to FILA SPORT, which will launch this fall, and now Hang Ten, we continue to broaden our appeal to young shoppers through relevant lifestyle merchandising," said Kevin Mansell, president of Kohl's Corporation. "We are committed to offering exclusive brands at great values, further differentiating us in the marketplace."

Hang Ten, developed in the early 60's by surfer Duke Boyd, is the original surf brand and the inventor of the beach and surf wear category. The new collection will feature Hang Ten's distinctive footprint logo and include fun, trend-right merchandise for juniors', young men's, boys' 8-20, girls' 7-16 and girls 4-6x.

"We are thrilled to be able to combine the iconic two feet of Hang Ten with the extraordinary vision and reach of Kohl's," said Frederick J. Horowitz, partner, American Brand Holdings. "Working together with Kohl's, we look forward to bringing the fun and excitement of the original surf brand to millions of boys and girls, teens and their moms and dads. Kohl's truly understands the full potential of the Hang Ten lifestyle and we are excited by their commitment to create a line of products ranging from clothing to accessories."

As one of the world's leading outdoor sports lifestyle companies, Quiksilver will leverage its expertise to design Hang Ten apparel and accessories for Kohl's. The Kohl's/Quiksilver partnership builds on the existing relationship of the strong-performing Tony Hawk action sportswear brand, which was launched in 2006.

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Marty Samuels, president of Quiksilver Americas commented, “We are excited to extend our partnership with Kohl’s to design the new Hang Ten collection as the active sports lifestyle continues to grow. Our team will bring its unique vision to Hang Ten and focus on a creative style which is both authentic and innovative, characteristics which are important to young people when making their buying decisions.”

Kohl’s will lead the manufacturing, production, distribution and marketing of the brand and collaborate with Quiksilver for the collection’s design and packaging.

The Hang Ten brand is a natural addition to Kohl’s existing line-up of exclusive and private brands and comes on the heels of recent announcements like Dana Buchman, FILA SPORT, Bobby Flay and successful launches like Simply Vera Vera Wang and Food Network.

About Kohl’s

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 and 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.

About ABH

American Brand Holdings (ABH) is a leader in the discovery, acquisition and marketing of iconic consumer brands. ABH specializes in reintroducing and repositioning orphaned iconic brands to new consumers and new markets through licensing, manufacturing and distribution strategies. Among its holdings, ABH owns the intellectual property rights to the world famous, original surf band, “Hang Ten” for the United States and Canada.

About Quiksilver

Quiksilver, Inc. (NYSE:ZQK) is the world’s leading outdoor sports lifestyle company, which designs, produces and distributes a diversified mix of branded apparel, wintersports equipment, footwear, accessories and related products. The Company’s apparel and footwear brands represent a casual lifestyle for young-minded people that connect with its boardriding culture and heritage.

The reputation of Quiksilver’s brands is based on different outdoor sports. The Company’s Quiksilver, Roxy, DC and Hawk brands are synonymous with the heritage and culture of surfing, skateboarding and snowboarding, and its beach and water oriented swimwear brands include Raisins, Radio Fiji and Leilani. The Company continues to make snowboarding equipment under its DC, Roxy, Lib Technologies, Gnu and Bent Metal labels.

The Company’s products are sold in over 90 countries in a wide range of distribution, including surf shops, skate shops, snow shops, its proprietary Boardriders Club shops and other company-owned retail stores, other specialty stores and select department stores. Quiksilver’s corporate and Americas’ headquarters are in Huntington Beach, California, while its European headquarters are in St. Jean de Luz, France, and its Asia/Pacific headquarters are in Torquay, Australia.

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