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Kohl's Donates \$1 Million to Milwaukee Art Museum for Youth Art Education

Museum receives largest corporate gift for education and outreach during National Youth Art Month

MENOMONEE FALLS, Wis., March 18, 2008 – Today Kohl's Department Stores (NYSE: KSS) announced a \$1 million gift to the Milwaukee Art Museum, a nationally recognized arts provider, that will support a new youth art education initiative in the community. This is the largest corporate gift to the Museum for education and outreach and will be used to launch new art education programs and develop a new outreach campaign.

The announcement falls during National Youth Art Month, an annual observance that emphasizes the value of children's art education and encourages support for quality school art programs. This is of importance locally where tightening budgets are stretching art education resources in schools.

"Kohl's is committed to giving back to each community we serve, but Milwaukee is especially significant because it's home to more than 6,500 Kohl's associates," said Julie Gardner, executive vice president and chief marketing officer for Kohl's. "Through our philanthropic efforts, we work to enhance children's health and education and are thrilled to be creating a youth art education program with the nationally recognized Milwaukee Art Museum. The Museum is known for providing inspiration – the new Kohl's program will allow even more local children to have that experience."

Scheduled to launch this fall, the Kohl's art education program will be designed to engage Milwaukee-area children, pre-teens, parents and teachers with hands-on, high-touch activities. Events will take place at a variety of locations including schools, festivals, summer camps and the Milwaukee Art Museum campus.

"This gift to the Milwaukee Art Museum represents the very definition of philanthropy by supporting innovative art education programs that will transform lives," said Dan Keegan, director of the Milwaukee Art Museum. "This gift allows us to expand our reach as a major resource for art education and broaden our presence in the community. We are extremely grateful to Kohl's for this opportunity."

Kohl's and its associates are actively involved in the Milwaukee community. Through Kohl's Cares for Kids[®], the company supports a merchandise program that benefits children's health and education initiatives, including Children's Hospital of Wisconsin; fundraising gift cards for schools and youth-serving organizations; and the Kohl's Kids Who Care[®] Scholarship Program, which recognizes young volunteers. In 2007 more than 1,400 local Kohl's associates participated in the A-Team volunteerism program, totaling more than 5,000 hours of service and \$100,000 in grants to Milwaukee-area organizations. Kohl's also proudly supports The United Way, Milwaukee County Zoo, Juvenile Diabetes Research Foundation, Penfield Children's Center and many other local nonprofit organizations.

Nationwide Kohl's provided approximately \$42 million through community programs and corporate donations in 2007. In addition to monetary contributions, through A-Team events, more than 39,000 Kohl's associates volunteered over 136,000 hours.

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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, beauty and home products in an exciting shopping environment. By the end of April, Kohl's will operate 957 stores in 47 states, and in the fall of 2008, Kohl's will celebrate the opening of its 1,000th store. 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 the Milwaukee Art Museum

The Milwaukee Art Museum's expansive Collection includes more than 20,000 works spanning antiquity to the present day. With a history dating back to 1888, the Museum holds collections of American decorative arts, German Expressionism, folk and Haitian art, and American art after 1960 that are among the nation's best. The Museum includes the Santiago Calatrava–designed Quadracci Pavilion, named by Time magazine "Best Design of 2001." The Museum is open seven days a week from 10 a.m. to 5 p.m., except for Thursdays when the Museum stays open until 8 p.m. For more information, visit www.mam.org.

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