



Contacts: Vicki Shamion, Kohl's
262-703-1464
Vicki.shamion@kohls.com

Mary Ann Campbell, Kohl's
262-703-7692
Maryann.campbell@kohls.com

Kohl's Reveals Tremendous After Thanksgiving Deals to Help Shoppers Stretch Their Budgets

Black Friday Hours Revealed

Kohl's Customers Continue to Get More for Their Money all Season Long With '25 Deals of Christmas' Offering Unbelievable Values on 'It Gifts'

MENOMONEE FALLS, Wis., Nov. 20, 2008 – [Kohl's Department Stores](#) (NYSE: KSS) today revealed tremendous After Thanksgiving deals, continuing to establish itself as this season's affordable gift destination that helps shoppers stretch their budgets. The company also unveiled its '25 Deals of Christmas' initiative, a new program designed to further help customers get more for their money during a difficult economy. All season long, Kohl's has enabled shoppers to spend smart through frequent sales events and aggressive discounts that run earlier and last longer throughout the season.

"We know the economic reality customers are facing this holiday season, and in response, Kohl's remains focused on helping customers stretch their budgets," said Kevin Mansell, president and CEO for Kohl's Department Stores. "Kohl's is at the forefront of bringing customers what they want at a price that delivers incredible savings. We are confident that our unique merchandise offered at unbelievable values and backed by an industry-leading return policy will resonate with shoppers."

Kohl's Black Friday Begins at 4 a.m. – Stretch Your Dollars

Like last year, on Black Friday, Nov. 28, Kohl's will open its doors from 4 a.m. to midnight and offer shoppers the most compelling values. From 4 a.m. until 1 p.m., Early Bird shoppers looking to stretch their dollars will find more than 300 sharp savings offers throughout the store, a significant increase from last year.

"On Black Friday, Kohl's is the place to be for consumers looking to get quality merchandise and the most for their money during these challenging economic times," said Julie Gardner, executive vice president and chief marketing officer for Kohl's Department Stores. "While Kohl's consistently offers great value and unique selections throughout the year, we've gone even further to help make the holidays easier and more affordable. We've significantly increased our media investment in Black Friday to make sure customers are aware of our tremendous deals, and we're offering After Thanksgiving shoppers \$10 off future purchases for every \$50 spent. We've also added a new holiday program – the '25 Deals of Christmas' – that we look forward to sharing with customers throughout December. Simply said, we have dedicated this entire holiday season to bringing shoppers 'It Gifts' at unbelievable prices."

Considerable Early Bird discounts designed to help shoppers extend their budget include:

- Toys – 50 percent off entire stock of toys including popular brands like Fisher Price, Playskool, Barbie, Tonka, Matchbox and Hot Wheels. This offer excludes Kohls.com online exclusives. New this year, the offer has been expanded to include even more popular brands such as Little Tikes, Crayola and Play-Doh.
- Designer brands for misses – 40 to 50 percent off entire stock of apparel including:
 - Simply Vera Vera Wang – \$17 to \$100.80, originally \$34 to \$168.
 - ELLE Contemporary Collection – \$8.99 to \$49.99, originally \$24 to \$84.

- daisy fuentes – \$8.99 to \$35.00, originally \$18 to \$89.

This pricing reflects significant and rare savings opportunities on many of Kohl's most desirable and exclusive brands.

- Chaps apparel for misses (selected styles) – 55 to 60 percent off; \$13.50 to \$75.80, originally \$30 to \$189.50.
- High-definition video camera value pack including 2GB SD card, tripod, rechargeable batteries, cable and pouch. Records HD video and captures still images up to 12M resolution: \$99.99; regularly \$199.99. Kohl's is carrying this item for the first time.

Mirroring last year's shopping hours, on Saturday, Nov. 29, Kohl's will be open from 6 a.m. to Midnight. Throughout Friday and Saturday, for every \$50 spent, customers will receive \$10 off purchases made from Nov. 30 to Dec. 6.

Black Friday/After Thanksgiving Sale Media Support

This year, Kohl's has significantly increased its media investment in its After Thanksgiving Sale to showcase its compelling merchandise and tremendous values. Supporting media include television and radio broadcast, online and print advertising and e-mail outreach.

Television and Radio

Television and radio support is comparable to last year, although Kohl's has enhanced radio efforts to drive store traffic on Sat., Nov. 29. Once again, Kohl's will participate in DJ integrations with national radio personalities including Delilah, John Tesh and Lia.

Online and Print Advertising

On Tues., Nov. 25, Kohl's will preview its After Thanksgiving Sale ad at Kohls.com. The print ad, which like last year, features 56 pages of significant savings opportunities, is not scheduled to run in newspapers until Thanksgiving Day, Nov. 27. The same day, in a more aggressive online strategy than last year, Kohl's will take over the home pages of popular portals including AOL, MSN and Yahoo! to drive traffic to Kohls.com.

E-mail Outreach

Select Kohl's customers will receive event previews via e-mail as early as Sunday, Nov. 23, giving them a sneak peek at the incredible savings they'll continue to find this season.

'25 Deals of Christmas' – One More way to Make Your Money Work

New this year, the '25 Deals of Christmas' program will offer incredible values on very desirable gifts like toys, appliances, electronics and jewelry during the 25 consecutive days leading up to Christmas. Beginning Dec. 1, one compelling and aggressively priced item will be revealed each day online and in store. The savings on the day's featured item will be offered for that day only, while supplies last, in store and online at Kohls.com.

Examples of featured items include:

- Dec. 1: One-quarter carat diamond pendants, earrings and rings – \$99.99; regularly \$375
- Dec. 6: Scene It? Game tins – \$21.99; regularly \$39.99
- Dec. 15: Kids digital camera – \$29.99; originally \$79.99
- Dec. 21: Select prestige fragrance sets from brands like Jennifer Lopez, Chrome, Escada, Tommy Hilfiger, Mariah Carey, Nautica and Burberry – 20 to 30 percent off; \$17.60 to \$40; regularly \$22 to \$50. This provides customers with more desirable brands and an expanded selection over Kohl's offering from last year.

Sign Up to Receive '25 Deals' Savings Information In Store and at Kohls.com

Beginning Nov. 19, the '25 Deals of Christmas' program will be promoted through print advertising and e-mail outreach. When shopping in store and accessing Kohls.com, customers will be able to sign up to receive e-mails that will provide insight into the day's offer. Shoppers can also opt to have the daily deals delivered through a widget to their desktops or personal Internet home pages such as iGoogle, facebook, MySpace and Windows Live.

As of Nov. 24, a digital media campaign will promote the initiative on social networking sites like facebook and Café Mom and popular destination sites like MSN and Shopping.com.

Beginning Dec. 1, each '25 Deals of Christmas' offer will be spotlighted daily on Kohls.com, in e-mail outreach, through radio broadcast and via in-store visual displays. Select Kohl's frequent shoppers will have sneak-peek online access to the next day's '25 Deals of Christmas' item.

Enhancements to Kohls.com

This year, Kohl's has elevated its online shopping experience, making it faster and easier for customers to find the best sales offers and most relevant merchandise. New online shopping conveniences include:

- Enhanced gift finder tools to make choosing the perfect gift easier.
- A Gift Shop that makes browsing and buying simple.

Until Dec. 28, consumers can go to Kohls.com to enter the [Kohls.com Present Perfect Sweepstakes](#). One grand prize winner will receive \$10,000 cash, and one first prize winner will receive a family vacation for four to Orlando, Fla. to see Cirque du Soleil's *La Nouba*.¹

Returns Made Easy

As always, Kohl's customers can shop confidently knowing their purchases are backed by Kohl's industry-leading, flexible return policy – one that's focused on no hassle and no need to explain.

- Purchases made with a Kohl's charge card can be returned without a receipt for full refunds or even exchanges.
- Shoppers with an original receipt are eligible for full refunds or an even exchange.
- Customers without receipts and those with gift receipts will be granted an even exchange or Kohl's merchandise credit for returned items.
- Kohls.com purchases can conveniently be returned or exchanged to either Kohls.com or a local Kohl's store with a receipt.

Kohl's Department Stores

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 1,004 stores in 48 states. 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.

###

¹ Complete sweepstakes rules available at Kohls.com