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Kohl's Makes the Holidays Easy with Industry-Leading Return Policy

New Kohl's survey reveals return policies help shoppers decide where to purchase gifts

MENOMONEE FALLS, Wis., Dec. 23, 2008 – The perfect present can sometimes be tough to track down, and gift givers know they don't always hit the mark. In fact, a recent survey conducted by [Kohl's Department Stores](#) (NYSE: KSS) reveals that when buying gifts, 43 percent of shoppers feel a retailer's return policy is very important in determining where to shop.

And if you're one of the more than 60 percent of consumers who typically make a return after the holiday season, you need not worry if that gift is from Kohl's. With a long-standing, industry-leading return policy and more than 1,000 stores nationwide, Kohl's offers a quick, convenient and "no questions asked" return experience. Customers returning merchandise with receipts or items purchased with Kohl's charge cards are eligible to receive full refunds, while customers without a receipt will receive a Kohl's merchandise credit.

"At Kohl's, we want to make the holidays easy and help customers stretch their budget, and our industry-leading return policy is part of the great value we offer shoppers year-round" said Julie Gardner, executive vice president and chief marketing officer for Kohl's Department Stores. "Kohl's customers can shop confidently knowing that when they purchase a gift at Kohl's, it can be returned or exchanged without hassle."

Kohl's Return Survey – Key Findings

- When shopping for gifts, 43 percent of shoppers feel a retailer's return policy is very important in determining where to shop. When shopping for themselves, 33 percent of respondents feel a retailer's return policy is very important.
- 60 percent of consumers say they typically make at least one return after the holiday season. Of those who make post-holiday returns, nearly 80 percent take back only one or two items.
- 40 percent of consumers say they are apprehensive returning an item to the store, and 37 percent will keep an item they do not want instead of returning it.
- While 75 percent of consumers have made a return without a receipt, 77 percent say it is difficult to do so.
- When returning an item, seven out of 10 people prefer cash in exchange.
- Gift recipients are most likely to return gifts given by extended relatives (39 percent) and least likely to return items given by their children (4 percent).
- Gift recipients say they are most likely to return clothing (74 percent), followed by items for their home (11 percent), beauty or fragrance products (8 percent), electronics (5 percent) and jewelry or watches (2 percent).

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The Perfect Gift , Every Time

Want to ensure that your gift doesn't get returned? Give a Kohl's Gift Card! A recent survey from the National Retail Federation shows nearly 55 percent of adults want gift cards this holiday season. Kohl's gift cards have no expiration date, and they can be purchased or redeemed at more than 1,000 stores nationwide or at www.kohls.com, so they are always the perfect fit. New this year, customers will be able to redeem e-gift cards – gift cards that are bought, given, and printed online – in stores and online at www.kohls.com.

Kohl's Industry-Leading Return Policy

- 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.

Editors Note: Online survey of 554 respondents conducted by BIGresearch on behalf of Kohl's Department Stores in December 2008.

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.

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