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Kohl's Department Stores' 2009 Holiday Program Lets Shoppers Know They Can Count on Kohl's During Tough Economy for Incredible Values on Thoughtful Gifts

Integrated marketing campaign highlights stackable savings tools making Kohl's the smartest destination for early birds and last-minute holiday shoppers

MENOMONEE FALLS, Wis., October 29, 2009 – Kohl's Department Stores (NYSE: KSS) today announced its 2009 holiday program offering shoppers tremendous values all season long and, the company believes, more opportunities to save than any other national department store on thoughtful gifts and holiday essentials. A fully integrated marketing campaign, which builds on the company's successful "The More You Know, The More You Kohl's" platform, educates customers about how to shop smart and stretch their budgets by using stackable savings opportunities such as Kohl's Cash, special deals during special hours, Kohl's Charge Card offers and more. Kohl's savings tools and incredible values are offered throughout November and December so shoppers don't have to wait until the last minute to get tremendous deals. The campaign also highlights Kohl's industry-leading policies like hassle-free returns and a no-exclusions approach to special sales offers which provide customers with further value and shopping convenience.

"We know consumers are focused on one thing this holiday – exceptional value – and they can count on Kohl's to deliver throughout the season," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "In this economy, shoppers have become more resourceful and planned in their spending. We're confident Kohl's incredible savings tools, great brands, shopper conveniences and industry-leading policies will help us continue to grow market share in a challenging retail environment."

National Marketing Campaign

"We continue to listen to our customers and give them what they want – what we believe to be more opportunities to save than any other national department store on thoughtful, sought-after gifts," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "This year we have built more value into our offers to help shoppers be strategic in their spending. Our campaign educates customers about how to make their money work harder for them by taking advantage of all of the great brands, savings tools and conveniences that Kohl's offers. Kohl's customers don't have to wait until late in the season to be able to get the best deals. All season long they can shop with confidence knowing that their loved ones will be assured a memorable holiday within their budget."

Kohl's campaign emphasizes values such as "Count on Great Gifts, Count on Great Savings," "Make Every Gift Count," and the company's key differentiators, which include:

- **Stackable Savings Opportunities:** Kohl's provides customers with countless opportunities to save such as special deals during special hours like Night Owls and Early Birds, Bonus Buys, Pick-Your-Day sales (Kohl's Charge Card offers) and Kohl's Cash. Every Kohl's receipt always shows customers how much they saved.
- **A No-Exclusions Approach to Savings:** There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts. In addition, customers can layer on these discounts and maximize savings during special promotions and sale hours.
- **An Industry-Leading, Hassle-Free Return Policy:** Customers can shop with confidence knowing they can return any item, anytime, for a full refund with a receipt. Customers without a receipt will get a merchandise credit good toward anything in the store.

- **Kohl's Cash:** During Kohl's Cash events, shoppers will receive \$10 in Kohl's Cash for every \$50 spent in store or online to use during an in-store future shopping trip - it's like getting paid to shop. As compared to last holiday season, Kohl's offers nine more days to earn and 19 more days to redeem Kohl's Cash.
- **Only-at-Kohl's Brands:** Kohl's powerful brand portfolio includes quality private and exclusive brands at exceptional values such as Simply Vera Vera Wang, Dana Buchman, ELLE, LC Lauren Conrad, Tony Hawk, apt. 9, Candie's, Jumping Beans, SONOMA life + style, Croft & Barrow, Abbey Dawn by Avril Lavigne, Food Network and more.
- **Extended Shopping Hours:** Kohl's opens early and closes late during key sales events throughout the season so shoppers can take advantage of great in-store savings when it's most convenient.

To communicate these key differentiators throughout the season, both in store and online, Kohl's comprehensive holiday marketing campaign will employ a wide array of marketing mediums such as broadcast and print advertising, digital and social media, Kohl's Charge Card promotions, direct mail, e-mail outreach, targeted Latino advertising, in-store marketing and public relations.

Kohl's has taken advantage of current media marketplace conditions and optimized mediums with a high return on investment to ensure an even stronger presence than last year. This includes an enhanced radio presence and an increased investment in direct mail and digital advertising.

Television and Radio

Kohl's will leverage a buyer's market to spend less while delivering the same impressions as last year. Similar to "The More You Know, The More You Kohl's" spots that have aired this year, the holiday broadcast features savvy Kohl's shoppers sharing how they found thoughtful gifts for loved ones at unbeatable values by bundling Kohl's savings tools like Kohl's Cash, Kohl's Charge Card opportunities and special deals during special hours.

Kohl's will run two, 30-second national brand television spots during the season. The first of these will debut on Nov. 2 and will air throughout the season during shows such as *Grey's Anatomy*, *The Office* and *CSI*. Kohl's television advertisements will also support multiple events with a mix of 15- and 30-second spots. Kohl's will take advantage of radio's strong reach and high return on investment. Various 30-second national radio spots will air beginning Nov. 2. The week of Thanksgiving, Kohl's will engage customers in top markets with significantly more radio support than last year. DJ integration, leveraging Ryan Seacrest, Billy Bush, John Tesh and Lia, will also remain an important component of the company's national broadcast strategy.

Print

Nov. 6 to 7: Power Shopping Sale

To give customers a jump-start on savings early in the season, this powerful sales event offers shoppers two full days of Power Hours pricing.

Friday, Nov. 6

- Store Hours: 8 a.m. – midnight

Saturday, Nov. 7

- Store Hours: 6 a.m. – midnight

Stackable savings opportunities include:

- Redeem Kohl's Cash (earned when shopping at Kohl's during Oct. 21 to 27)
- Redeem Pick-Your-Day savings offer (Kohl's MVC charge customers can enjoy additional savings on the day of their choice)
- There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts.

Exceptional values include:

- \$19.99 – Dana Buchman knit top, orig. \$40
- Save an extra 20 percent on all toys already 10 to 40 percent off, including Fisher-Price, Playskool, Tonka and more
- \$89.99 (after redemption of \$10 Visa prepaid card by mail) – Nextar 4.3" widescreen GPS system, reg. \$299.99

Shoppers will enjoy additional discounts off these already incredible prices when they use Kohl's Cash coupons or their Kohl's Charge Card.

Nov. 11 to 21: Christmas Kickoff Sale

To ensure consumers can shop early, the exceptional deals continue with the Christmas Kickoff Sale. To reach customers when holiday shopping is top of mind, the event shifts one week later in the year and offers four more pages of Bonus Buys than last year. Bonus Buys are effective Nov. 11 to Nov. 16.

Wednesday, Nov. 11

- Store Hours: 8 a.m. – 11 p.m.

Saturday, Nov. 21

- Store Hours: 6 a.m. – midnight

Stackable savings opportunities include:

- Kohl's Cash: Through Nov. 15, earn \$10 in Kohl's Cash for every \$50 spent in store or online – it's like getting paid to shop
- Secret Sale Discount: Through Nov. 18, an additional 15 to 30 percent off on everything in store and online (Kohl's Charge Card customers receive a sales event mailing, which includes a peel-off sticker revealing a savings of 15, 20 or 30 percent)
- Shopping Pass: Through Nov. 18, an additional 15 percent off on everything in store and online (select non-Kohl's Charge Card customers)
- There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts.

Exceptional Bonus Buy values include:

- \$27.99 – Chaps solid ¼ zip and crewneck sweaters for men, orig. \$59.50
- \$27.99 – ELLE must-have cardigans for misses, orig. \$44
- \$134.99 – Entire stock ¼ ct. T.W. diamond jewelry 10k gold, reg. \$375 ea.
- \$34.99 (after \$10 mail-in rebate) – Hamilton Beach 18-qt. roaster, reg. \$59.99

Shoppers will enjoy additional discounts off these already incredible prices when they use their Kohl's Charge Card or shopping pass.

Nov. 13 to 14: Mega Sale

Shoppers can maximize their holiday budgets early in the season by shopping Power Hours offers on key giftable items and affordable must-haves for their families and homes.

Friday, Nov. 13

- Store Hours: 8 a.m. – midnight
- Power Hours: 3 p.m. – midnight

Saturday, Nov. 14

- Store Hours: 6 a.m. – midnight
- Power Hours: 6 a.m. – 1 p.m.

Stackable savings opportunities include:

- Kohl's Cash: Earn \$10 in Kohl's Cash for every \$50 spent in store or online – it's like getting paid to shop
- Secret Sale Discount: An additional 15 to 30 percent off on everything in store and online (Kohl's Charge Card customers receive a sales event mailing, which includes a peel-off sticker revealing a savings of 15, 20 or 30 percent)
- Shopping Pass: An additional 15 percent off on everything in store and online (select non-Kohl's Charge Card customers)
- There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts.

Exceptional values include:

- \$24.99 – apt. 9 Merino sweater for men, orig. \$56
- \$19.99 – apt. 9 ribbed scoopneck sweater with scarf for misses, orig. \$44
- Save on entire stock of ladies' and men's Bulova watches
- \$59.99 (after \$15 mail-in rebate) – Pandigital 7" digital photo frame, reg. \$159.99

Shoppers will enjoy additional discounts off these already incredible prices when they use their Kohl's Charge Card or shopping pass.

Nov. 20 to 21: It's All on Sale

Continuing to establish itself as the destination for incredible holiday values, Kohl's places everything in the store on sale. Power Hours provide even deeper savings on great brands, gifts and necessities.

Friday, Nov. 20

- Store Hours: 8 a.m. – midnight
- Power Hours: 3 p.m. – midnight

Saturday, Nov. 21

- Store Hours: 6 a.m. – midnight
- Power Hours: 6 a.m. – 1 p.m.

Stackable savings opportunities include:

- Redeem Kohl's Cash (earned when shopping at Kohl's during Nov. 11 to 15)
- Redeem Pick-Your-Day savings offer (Kohl's MVC charge customers can enjoy additional savings on the day of their choice)
- There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts.

Exceptional Early Bird and Night Owl values include:

- \$19.99 – Simply Vera Vera Wang long-sleeved printed knit top for misses, orig. \$36
- Save an extra 20 percent on all toys already 10-50 percent off, including Barbie, Hot Wheels, Matchbox and more

Shoppers will enjoy additional discounts off these already incredible prices when they use Kohl's Cash coupons or their Kohl's Charge Card.

Digital and Social Media

Kohl's will increase its investment in this medium by 25 percent to execute a comprehensive, aggressive digital marketing strategy, leveraging social media and online advertising. This reflects the continuing trend of consumers strategically researching their purchases online. In fact, two-thirds of Kohls.com customers are searching for their next in-store purchase.

Throughout November and December, Kohl's will promote outstanding sales events with nine homepage takeovers at popular online sites such as AOL, MSN, and Yahoo! New this year, at more than 30 newspaper websites, consumers will be able to browse select Kohl's product without leaving the newspaper site when interacting with the Kohl's online ad.

New this year, the company will also strengthen social marketing components by seeding popular consumer blogs with merchandise giveaways. Also new this year, Kohl's will also leverage its Facebook page, with more than 700,000 fans. Kohl's Facebook page will adopt the look and feel of Kohl's holiday campaign and support the company's offers already in the marketplace.

To increase awareness of Kohl's key teen Only-at-Kohl's brands such as Candie's, MUDD and Abbey Dawn by Avril Lavigne, Kohl's will continue its Stardoll sponsorship from previous Back-to-School and Fall seasons. Through Stardoll, an online community, members create a MeDoll avatar and go shopping for fashions to dress their online character.

E-mail Alerts

In the last year, Kohl's database of shopper e-mails has grown by more than 50 percent as an increasing number of shoppers look to be in-the-know about Kohl's latest sales opportunities. Comparable to last year, these shoppers will receive continuous e-mail communication about the season's latest offers with 17 communications in November and 30 throughout December. New this year, Kohl's has added functionality to its e-mail to allow customers to post sales offers to their Facebook pages.

Kohls.com

Given the high-traffic holiday season, Kohl's expects its online business to increase by 30 percent during the season. Kohl's gift finder tool, launched Oct. 16, features new prominent pricing call-outs, making it even easier for consumers who are becoming more planned in their spending to research and sort through thousands of gift ideas. Users first select a price point to shop from – such as "\$25 & Less" – and then select the recipient category such as "teen girls." Also new this year, users are encouraged to create their own "holiday hint lists" using the site's gift registry feature. Also throughout the season, special offers will be available only on Kohls.com, including savings on shipping.

Charge Card Promotions and Direct Mail

This holiday season, Kohl's has increased its total distribution to announce savings opportunities such as Kohl's Charge events and Pick-Your-Day offers sales notifications. Throughout November and December, Kohl's Charge Card members will be able to take advantage of an extra savings as each Pick-Your-Day offer will be distributed with a three-day shopping pass.

Select Kohl's Charge Card customers will also receive a bundled gift guide and jewelry mailer, and new this year, Kohl's will distribute a men's holiday gift guide to Kohl's charge customers in select markets. These direct mail books will accompany additional savings opportunities.

Targeted Latino Outreach

Kohl's will continue to tailor specific marketing efforts toward Latino consumers with one national television spot that will first air on Nov. 9 and run throughout the season during shows such as *Sortilegio* and *12 Corazones*. New this year, beginning Nov. 9, Kohl's will air a national radio spot that will run throughout the season. Using "The More You Know, The More You Kohl's" as a foundation, Latino-targeted holiday television and radio ads convey the anticipation and family atmosphere that help make the holidays special. Spots continue to highlight Kohl's national and exclusive brands such as Food Network, Candie's and Levi's, as well as key Kohl's differentiators like Early Bird special sales hours, Kohl's Cash and more. Three national Latino event television spots will also support key sales events throughout the season.

In-Store Experience

This year, shoppers will see even more ways to save throughout the store. Starting in November, Kohl's will implement a new in-store signage program which prominently calls out specific price points – such as \$9.99 – on visual merchandise displays, making it even easier for customers to find merchandise that fits their budgets. Great gifts like sweaters, electronics, kitchen electrics and toys will also be featured front and center in the store for added convenience and gift inspiration. Throughout the store, signage indicating “Count on Great Gifts, Count on Great Savings” and “Make Every Gift Count” will guide shoppers to thoughtful gifts at tremendous values. Kohl's will also use wall graphics to draw attention to the company's biggest and most powerful sale events throughout the season.

Kohl's will continue to offer an exciting assortment of gift cards and accessories at gift card centers near the checkouts, throughout the store and at Kohls.com. In addition to a variety of holiday, winter and religious-themed gift cards, Kohl's has expanded its selection of third-party gift cards available in store to include options such as Starbucks, Olive Garden and Red Lobster, for the ultimate convenient, one-stop holiday shopping experience. New this year, Kohl's gift card kiosks will also offer Godiva chocolates, a thoughtful add-on to accent a gift card purchase. As always, Kohl's gift cards can be used in store or online at Kohls.com, and they never expire.

Cautionary Statement Regarding Forward-Looking Information

This press release contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including guidance on the Company's targeted sales and earnings. Kohl's intends forward-looking terminology such as “believes,” “expects,” “may,” “will,” “should,” “anticipates,” “plans,” or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to those described in Item 1A in Kohl's Annual Report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

About 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 1,059 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$126 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

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