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**Contacts:** Vicki Shamion, Kohl's  
262-703-1464  
Vicki.Shamion@Kohls.com

Kristen Cunningham, Kohl's  
262-703-7863  
Kristen.Cunningham@Kohls.com

**Kohl's Department Stores' 2010 Holiday Campaign Highlights Why Kohl's is the Smartest Choice this Holiday Season with Unparalleled Savings on Gifts for Everyone on the List**

*Integrated marketing campaign showcases unique savings tools, shopper conveniences and unbeatable policies that provide gifters with everything they need to 'Give, Save and Be Merry!'*

MENOMONEE FALLS, Wis., October 28, 2010 – [Kohl's Department Stores](#) (NYSE: KSS) today announced its 2010 integrated holiday campaign which emphasizes an unparalleled combination of even more incredible savings opportunities than last year, industry-leading policies and customer conveniences to help shoppers get the best values on quality brand merchandise and enjoy a multi-channel shopping experience throughout the season. The integrated campaign leverages messaging from the highly effective "The More You Know, The More You Kohl's" platform, which has proven to resonate with consumers and position Kohl's as the smartest choice for holiday gifts. Key messages such as "Give, Save and Be Merry," "Give, Save and Enjoy Easy Shopping" and "Give, Save and Save Again with the Kohl's Charge," will be communicated across multiple mediums, including print advertising, direct mail, e-mail, digital and social media, Kohls.com, television, radio, in-store and – new for the holiday 2010 season – mobile access to Kohls.com.

"We expect that consumers will take a responsible, resourceful approach to their holiday gifting this year as the economic environment remains uncertain," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "Holiday gift givers can shop at Kohl's with confidence knowing that we are offering even more ways to save than last year on favorite gifts, best-in-class policies and conveniences that provide a great customer experience. We believe we are well-positioned for the season and that Kohl's will continue to gain market share as we differentiate ourselves as the smartest choice for shoppers."

**National Marketing Campaign – "Give, Save and Be Merry!"**

"Kohl's holiday marketing campaign highlights the savings tools and resources available at Kohl's to help shoppers consistently and conveniently get the most for their money throughout the season – including the first holiday season ever to redeem Kohl's Cash online," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "From researching the best deals to purchasing that perfect gift in store or online, Kohl's multi-channel strategy ensures that customers will be able to get the gifts they want at the best values. This year, we've taken our savings opportunities to the next level, and we're pleased to offer even more days and more ways to save than last year, including an increased number of Power Hour, Bonus Buy, Early Bird and two-day special offers throughout the season."

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From the computer and mobile phone to the mail box and in-store, Kohl's marketing mediums will showcase ways for customers to stretch their budgets and make the holiday shopping experience fun and easy with unparalleled savings opportunities, industry-leading policies and customer conveniences through unique tools and differentiators, including:

## *Unparalleled Savings Opportunities*

- **Power Hours, Early Birds and Night Owls** – During limited hours, Kohl's offers the lowest prices of the week on select items or categories. The amount of extra savings varies, but the Power Hour, Early Bird and Night Owl prices are the absolute best prices for that week. This year, Kohl's is offering more Power Hour and Early Bird offers compared to last year.
- **Kohl's Charge** – Kohl's Charge customers receive a number of exclusive benefits. In addition to receiving extra savings on their first purchase, shoppers also receive Pick-Your-Day shopping passes and special event discounts with no brand exclusions throughout the year.
- **Kohl's Cash** – During Kohl's Cash promotions, shoppers get \$10 for every \$50 they spend, which can be used toward a future purchase with no brand exclusions. It's like getting paid to shop. New this season, customers will be able to redeem Kohl's Cash online in addition to in store, and they will have three additional days to earn it compared to last year.
- **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, LC Lauren Conrad, Food Network, ELLE Contemporary Collection, ELLE Décor, Dana Buchman, Candie's, Tony Hawk, Apt. 9, Chaps, Jumping Beans and SONOMA life + style.

## *Industry-leading Policies*

- **An Industry-Leading, Hassle-Free Return Policy** – Kohl's has an industry-leading return policy that gives customers a quick, convenient and "no questions asked" experience 365 days a year. 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 Kohl's merchandise credit.
- **No Exclusions** – There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge card discounts.

## *Customer Conveniences*

- **Kohls.com** – 24 hours a day, seven days a week, gifters will have access to the exciting merchandise, tremendous values and customer conveniences available on Kohls.com, including an engaging gift shop experience, functionality for customer reviews and ratings and online redemption of Kohl's Cash.
  - **Kohls.com Mobile** – For the first holiday season ever, customers will have all of the great deals and merchandise available on Kohls.com right at their fingertips with the ability to access the site using their mobile devices.
  - **List Builder Tool** – Kohl's popular list builder tool will be available in the days leading up to Thanksgiving on Kohls.com to help resourceful shoppers preview hundreds of special Early Bird offers and create customized lists for their in-store visits.
- **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.
- **Kohl's Kiosk – Buy, Save and Ship it for Free** – New this year, Kohl's Kiosks located in all stores make it easy to shop with confidence. Customers can choose from an expanded assortment of styles, sizes, colors and merchandise that may not be available in stores. In addition, items ordered from Kohl's in-store kiosks ship free of charge in the U.S. to a customer's home or to a gift recipient.



## Print

Throughout the holiday season, Kohl's will deliver customers greater value and savings than last year, including more Power Hour, Bonus Buy, Early Bird and two-day special offers and, compared to last year, three extra days to earn Kohl's Cash. Print advertising will highlight four exciting sales events leading up to Thanksgiving this year.

### ***Nov. 5 to 7: Power Shopping Sale***

To provide shoppers with additional time to take advantage of tremendous savings, Kohl's has added one additional day to this event this year, offering three full days of Power Hours pricing on favorite gifts, apparel, accessories, décor and more, including 180 Power Shopping offers.

Store hours:

- Friday, Nov. 5: 8 a.m. – midnight
- Saturday, Nov. 6: 6 a.m. – midnight
- Sunday, Nov. 7: 8 a.m. – 10 p.m.

Additional ways to save:

- Redeem Kohl's Cash through Nov. 9 earned while shopping at Kohl's Oct. 20 to 27
- Redeem Pick-Your-Day savings offer: Kohl's Charge customers can enjoy additional savings on the day of their choice Oct. 28 to Nov. 9
- Shopping Pass: Through Nov. 17, 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:

- Save an extra 20 percent on all toys already 10-40 percent off from Fisher-Price, Matchbox, Barbie and more.
- \$49.99: Your choice Food Network kitchen electrics, including 4-slice toaster, 7-qt. programmable slowcooker, blender, 16" nonstick skillet or nonstick reversible grill griddle. Reg. \$59.99-99.99 ea.
- \$21.99: Chaps classic cable-knit V-neck sweater for misses. Orig. \$50
- \$24.99: Entire stock Apt. 9 merino sweaters for men. Orig. \$56

Kohl's shoppers will save even more on these incredible values when they redeem Kohl's Cash coupons or take advantage of Kohl's Charge card discounts.

### ***Nov. 10 to 20: Christmas Kick-Off Sale***

Savings continue with exceptional deals during the Christmas Kick-Off Sale with more than 120 Bonus Buy deals. New this year, to give shoppers even greater value, Kohl's will offer Veterans' Day two-day specials from Nov. 10-11.

Store hours:

- Wednesday, Nov. 10 – Thursday, Nov. 11: 8 a.m. – 11 p.m.
- Friday, Nov. 12: 8 a.m. – midnight
- Saturday, Nov. 13: 6 a.m. – midnight
- Sunday, Nov. 14: 8 a.m. – 10 p.m.
- Monday, Nov. 15-Thursday, Nov. 18: 8 a.m. – 11 p.m.
- Friday, Nov. 19: 8 a.m. – midnight
- Saturday, Nov. 20: 6 a.m. – midnight

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Additional ways to save:

- Secret Sale Discount: Through Nov. 17, 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)
- 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. Redeem Kohl's Cash Nov. 16-24
- Shopping Pass: Through Nov. 17, 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:

- Save 30-50 percent on entire stock Simply Vera Vera Wang apparel for misses
  - \$49.99: Simply Vera Vera Wang sequin-front cardigan for misses. Orig. \$78
- \$139.99 (Bonus Buy): Entire stock ¼ ct. T.W. diamond jewelry. 10k gold. Reg. \$400 ea.
- \$59.99: Vivitar 12.1 MP high definition digital camera. Reg. \$129.99
- Save 40 percent on entire stock neckwear for men

Kohl's shoppers will save even more on these incredible values when they take advantage of Kohl's Charge card discounts.

### ***Nov. 12 to 13: Mega Christmas Sale***

Kohl's proves why it is the smartest holiday shopping destination for tremendous savings during the Mega Christmas Sale with more than 100 Power Hour offers on favorite gifts – a 60 percent increase from last year.

Store hours:

- Friday, Nov. 12: 8 a.m. – midnight; Power Hours: 3 p.m. – midnight
- Saturday, Nov. 13, 6 a.m. – midnight; Power Hours: 6 a.m. – 1 p.m.

Additional ways to save:

- Secret Sale Discount: Through Nov. 17, 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)
- 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. Redeem Kohl's Cash Nov. 16-24
- Shopping Pass: Through Nov. 17, 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:

- Save 40-50 percent on LC Lauren Conrad collection for misses. Selected styles
- \$159.99 ea. Your choice men's Seiko alarm chronograph watches. Reg. \$300 ea.
- \$49.99 after \$10 mail-in rebate: Panimage 7" digital photo frame. Reg. \$99.99. Sale \$59.99

Kohl's shoppers will save even more on these incredible values when they take advantage of Kohl's Charge card discounts.

### ***Nov. 19 to 20: It's All on Sale with Power Hours***

Well into November, Kohl's continues the season of savings by placing everything in the store on sale for two full days, offering more than 130 Power Hour deals.



Store hours:

- Friday, Nov. 19: 8 a.m. – midnight; Power Hours: 3 p.m. – midnight
- Saturday, Nov. 20: 6 a.m. – midnight; Power Hours: 6 a.m. – 1 p.m.

Additional ways to save:

- Redeem Kohl's Cash earned Nov. 10 to 15 when shopping at Kohl's during Nov. 16 to 24
- Redeem Pick-Your-Day savings offer: Kohl's Charge customers can enjoy additional savings on the day of their choice through Nov. 23
- There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge card discounts

Exceptional values include:

- Save an extra 10 percent on entire stock kitchen electrics already 10-33 percent off
  - \$109.99 plus, take an extra 10 percent off Keurig Elite brewer 48-oz. removable water reservoir. Reg. \$129.99
- Save an extra 20 percent on all toys already 10-50 percent off from Fisher-Price, Barbie, Matchbox and more.
- \$29.99: ELLE must-have sweaters for misses. Orig. \$50
- Save 50 percent on entire stock Chaps sweaters for men

Kohl's shoppers will save even more on these incredible values when they redeem Kohl's Cash coupons or take advantage of Kohl's Charge card discounts.

### **Kohl's Charge Card and Direct Mail**

Kohl's has increased its direct mail investment and distribution to ensure shoppers have all the savings tools they need to get the most for their money. Throughout November and December, Kohl's Charge card customers will enjoy more days to save than last year. Pick-Your-Day savings offers and shopping passes allow shoppers to save multiple times during key sales events. This holiday season, Kohl's will also include an additional shopping pass with each Pick-Your-Day offer.

Continuing to help consumers be great gifters, Kohl's will once again distribute a bundled holiday gift guide and jewelry mailer to select Kohl's Charge card holders, including additional ways to save. New this year, Kohl's will also distribute a December gift guide with more than 30 pages of great gift ideas – perfect for “last-minute” shoppers.

### **E-mail Alerts**

Kohl's database of shopper e-mails continues to grow as customers look to stay updated on Kohl's brands and savings opportunities. E-mails beginning the second week of November will feature fantastic offers, great gifts and stylish apparel available in store and online, including exclusive offers available only at Kohls.com. To ensure customers keep Kohl's top of mind and receive the most relevant updates as they research and plan for their holiday shopping, Kohl's will segment e-mails according to customer needs, lifestyle and preference. Recipients can link to Kohl's Facebook page directly from their e-mails to conveniently help them share their deals.

### **Digital and Social Media**

Kohl's will increase its investment in this medium as part of a comprehensive, aggressive digital marketing strategy, leveraging social media and online advertising. This investment reflects the continuing trend of consumers researching purchases and sharing information online.



The company has seen substantial growth of its Facebook fan base, which has more than doubled since 2009 and now exceeds 2.8 million. As a result, Kohl's will continue to increase interaction on the site, making it easier for customers to shop and share their experiences. The company will promote an ongoing dialogue about Kohl's brands, programs and gifts, increase online polling functionality and offer integrated seasonal messaging via Facebook, Twitter and YouTube. In addition, to further expand its digital reach, Kohl's will seed merchandise giveaways with strategically selected consumer bloggers.

Homepage takeovers are a component of Kohl's holiday digital advertising strategy. The high-impact placements provide increased interaction with customers, promoting increased brand exposure. Throughout November and December, Kohl's will promote sales events with nine homepage takeovers on popular sites such as AOL and Yahoo! This year, Kohl's will also have a presence on Oprah.com to seed messaging prior to the Jan. 1, 2011 launch of OWN and an expanded paid advertising presence on Facebook.

#### **Kohls.com and Mobile**

The company expects Kohls.com sales to increase by more than 40 percent for 2010 as the site continues to be a go-to resource for shoppers seeking incredible value. A convenient, one-stop destination for holiday shoppers, Kohls.com offers merchandise and savings available in store, plus thousands of online exclusives. Beginning with the launch of Kohl's online gift shop in early November, gifters will enjoy an inspiring and easy-to-shop online experience, including the new option to redeem Kohl's Cash online.

Enhancements this year to the online holiday gift shop include increased presence of only-at-Kohl's brands through holiday insights from Simply Vera Vera Wang, LC Lauren Conrad, Dana Buchman and Bobby Flay, as well as functionality for customer reviews and ratings on items throughout the site to help online shoppers find the best merchandise at the best values.

Recognizing that consumers are increasingly using smart phones for improved convenience and efficiency, the company has made significant investments in new mobile tools designed to make shopping even easier for busy consumers who can now access a mobile version of Kohls.com while on the go.

The popular list builder tool will once again be available on Kohls.com during the days leading up to Thanksgiving as an additional resource to help shoppers conveniently plan their in-store visits and preview hundreds of Early Bird offers.

#### **Television and Radio**

Kohl's will continue to leverage national and regional broadcast advertisements to engage customers and highlight why Kohl's is the smartest choice this holiday season. Broadcast spots will feature smart, stylish Kohl's shoppers sharing how they not only gifted but gifted great at Kohl's by utilizing unique savings tools and unbeatable policies like Kohl's Cash, Kohl's Charge card and Kohl's industry-leading return policy.

Beginning after Thanksgiving, two 30-second national brand television spots will run throughout the holiday season during such shows as *Dancing with the Stars*, *Grey's Anatomy*, *CSI*, *Survivor* and *Modern Family*. A mix of 15 - and 30- second television advertising spots will support Kohl's key sales events and highlight the company's savings tools and differentiators.

The company continues to take advantage of radio's strong reach with various 30-second national radio spots debuting on Nov. 2 and running throughout the week. Kohl's will once again utilize DJ integration throughout the holiday season with radio personalities Ryan Seacrest, Billy Bush, John Tesh and Lia.



### Targeted Latino Marketing

Kohl's will continue dedicated outreach to Latino customers with broadcast and radio spots. Beginning Nov. 8, Kohl's will run national television and radio spots specifically tailored for the Latino consumer. The television spot will air on programs including Univision Primetime novellas, *Despierta America* and *El Gordo y la Flaca*.

Key sales events of the season will also be supported with 15- and 30- second television and radio ad spots. These spots will continue to highlight Kohl's savings tools and differentiators while conveying the excitement and satisfaction of finding great gifts at great values for everyone in the family.

### In-Store

Kohl's shoppers can expect an easy, stress-free shopping experience, helping them get every holiday item they are looking for in one place and at the best value during the busy holiday season.

This exciting in-store experience will start at the entrances and continue throughout the store with bright holiday signs inviting customers to "Give, Save and Be Merry!" Designated gift zones and graphics in select departments indicating "Gifts-Under" will call out specific price points guiding gift givers to the merchandise they want at the value that fits their budget. New this year, Kohl's Kiosks located in every store provide trip assurance and added convenience, offering access to an expanded assortment of sizes, styles, colors and merchandise that may not be available in stores. In addition, items ordered from in-store kiosks ship free of charge in the U.S. to a customer's home or to a gift recipient.

Gift card centers located near check-outs will provide shoppers with a reliable, convenient gift option for anyone on their list. There are no service fees and no expiration dates when purchasing Kohl's gift cards, which are available in store in any denomination or on Kohls.com. Kohl's continues to grow its selection of third-party gift cards available in store, including Subway, PF Changs, Best Buy, Home Depot, iTunes, Applebee's, Barnes & Noble, Starbucks, Olive Garden and Red Lobster.

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### 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 1,089 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise 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](http://www.Kohls.com).

### 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. 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.