



FOR IMMEDIATE RELEASE

Contact:

Jen Johnson, 262.703.5241 or jen.johnson@kohls.com
Sydney Hofer, 262.703.2242 or sydney.hofer@kohls.com

Kohl's Helps Kids Go Back to School and Get into Reading with Winnie the Pooh Books and Plush Toys for \$5

Pooh, Tigger and Eeyore help Kohl's support children's health and education initiatives nationwide

MENOMONEE FALLS, Wis., July 13, 2010 – [Kohl's Department Stores](#) (NYSE: KSS) has the perfect way for kids to bounce back to school – with a little help from Tigger and Pooh! Continuing to celebrate the tenth anniversary of its Kohl's Cares® program, from now through the end of September, Kohl's is featuring the adventures of Winnie the Pooh and friends, with four exclusive books from Disney Book Group and coordinating plush toys for just \$5 each. The books, *Winnie the Pooh: Nature's True Colors*; *Winnie the Pooh: One Special Tree*; *Winnie the Pooh: Roo's Big Nature Day*; and *Winnie the Pooh: Somebody's Treasure* and coordinating plush toys of Pooh, Tigger and Eeyore are available for just \$5 each.

Through the Kohl's Cares cause merchandise program, 100 percent of the net profit from the sale of these items benefits children's health and education initiatives nationwide. Since the program's inception, Kohl's has turned \$5 merchandise into more than \$150 million to help make a positive difference in the lives of children. All items are available for just \$5 each at 1,067 Kohl's stores nationwide or online at Kohls.com.

"We're thrilled to celebrate the tenth anniversary of the Kohl's Cares program – a decade of giving back to children and families in the communities we serve. Together with our customers, we have raised more than \$150 million to make a positive difference in the lives of children nationwide," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The books and plush toys are always an incredible value at just \$5 each. This season, parents can share Winnie the Pooh's message of friendship and caring for others while feeling good about supporting a program that gives back."

Kohl's Cares serves up something for adults, as well, this season. In her *Deliciously Deceptive* cookbook, Jessica Seinfeld, a mother of three, shares her tips and recipes on sneaking healthy things into foods kids love to eat.

In addition to the merchandise program, Kohl's Cares features the [Kohl's Kids Who Care®](#) Scholarship Program, which recognizes more than 2,100 young volunteers with a total of \$410,000 in scholarships and prizes this year; the Associates in Action program, which encourages associate volunteerism and provided more than \$10 million in grants to youth-focused nonprofit organizations last year alone; and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.kohlscorporation.com.

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 September, Kohl's will operate 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.