



FOR IMMEDIATE RELEASE

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Kohl's "Happy Thanksaving Days" Sales Event Offers More Early Bird Savings Opportunities than Ever Before and Earliest Store Opening in Company History – Open at 3 a.m. on Friday, Nov. 26

With more than 400 Early Bird specials on Friday, Nov.26, and the opportunity to earn Kohl's Cash, this year's event will help shoppers get unparalleled savings on gifts for everyone on their lists

MENOMONEE FALLS, Wis., November 17, 2010 – [Kohl's Department Stores](#) (NYSE: KSS) today revealed incredible after Thanksgiving Day deals to help customers get the gifts they want at the best value this holiday season. For the first time ever, doors open nationwide at 3 a.m. on Friday, Nov. 26, to let shoppers get a jump on tremendous savings opportunities. As the smartest shopping destination for the holidays, Kohl's brings after Thanksgiving Day gift givers an unparalleled combination of even more savings opportunities than last year, industry-leading policies and customer conveniences that allow customers to shop with confidence.

On Sunday, Nov. 21, Kohl's customers can preview the company's "Happy Thanksaving Days" print ad on Kohls.com, revealing more than 400 Early Bird specials, compared to more than 300 last year. Kohls.com customers can purchase these Early Bird specials, and all items featured for the Happy Thanksaving Days event, starting on Thanksgiving Day. Shoppers also have the opportunity to earn Kohl's Cash prior to and during the weekend after Thanksgiving, which can be used toward a future purchase with no brand exclusions.

In addition to tremendous savings opportunities, Kohl's is making holiday shopping more convenient with extended store hours, the new in-store Kohl's kiosks and access to Kohls.com on mobile devices. From Nov. 21 to 26, Kohl's after Thanksgiving Day shoppers can start planning their holiday purchases at Kohls.com using the company's shopping strategy tool. This year, shoppers can create, print and share shopping lists to cover everyone on their lists, complete with product imagery and pricing, making comparison shopping easy. Regardless of their shopping plans, all Kohl's customers can shop with confidence knowing their purchases are backed by the company's industry-leading return policy, giving customers a quick, convenient and "no questions asked" experience.

"Holiday shoppers want to give quality, stylish gifts this year, even as they are taking a responsible, resourceful approach to shopping," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "Despite an uncertain economy, Kohl's remains committed to ensuring our customers have a great holiday season by offering an unparalleled combination of incredible savings opportunities, industry-leading policies and customer conveniences. 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."

Kohl's Happy Thanksaving Days Sales Event begins Friday, Nov. 26, 3 a.m.

On Friday, Nov. 26, Kohl's stores nationwide will open their doors from 3 a.m. until midnight offering shoppers additional hours to gain incredible savings on exactly the items they want this season. From 3

a.m. to 1 p.m., Early Bird shoppers will find more than 400 savings offers both in store and online on items such as:

- \$99.99 ea. Your choice 2 ct T.W. diamond bracelet or black & white diamond reversible heart pendant Sterling silver. Reg. \$500 or \$575 ea.
- \$99.99 (after \$30 mail-in rebate): The Sharper Image Literati eBook reader. Reg. \$249.99. Limit 2 per customer.
- Save 50 percent on entire stock toys from Fisher-Price, Playskool, Barbie, Littlest Pet Shop, Hot Wheels, Matchbox, Tonka, Little Tikes, Crayola & Play-Doh.
- \$34.99: Entire stock Apt. 9 cashmere sweaters for misses. Orig. \$100.
- Save 15 percent on entire stock fine fragrances for men and women.
 - Includes best-selling designer brands and celebrity brands such as Britney Spears, Kim Kardashian, Beyoncé, Halle Berry, Avril Lavigne, Faith Hill, Tim McGraw, Sean John, David Beckham and Usher.

On Saturday, Nov. 27, Kohl's stores will be open, like last year, from 6 a.m. to midnight. Shoppers looking to "Give, Save and Be Merry" will continue to enjoy fantastic values, including more Early Bird offers than last year, industry-leading policies and shopper conveniences.

"Customers want great value this season, and we are delivering with our 'Happy Thanksaving Days' sale event featuring our earliest start time in company history and more Early Bird specials than ever before," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "In addition to after Thanksgiving Day deals, we are providing savings tools, resources and industry-leading policies to help shoppers consistently and conveniently get the most for their money throughout the season. Kohl's multi-channel strategy, which consists of Kohls.com online shopping planning tools, in-store kiosks and extended store hours, ensures customers can plan, shop and save in the way that is most convenient for them. We believe this unparalleled combination positions Kohl's as the smartest shopping destination for after Thanksgiving Days sales and throughout the holiday season."

The More You Know, The More You Kohl's

With unique savings tools, purposeful shoppers can feel confident knowing that they are getting the best value on quality brand merchandise and stylish gifts after Thanksgiving and all season long. Shoppers can not only gift, but gift great at Kohl's. Kohl's unique savings tools, unbeatable policies and customer conveniences include:

Unparalleled Savings Opportunities

- **Power Hours: Early Birds and Night Owls** – During limited hours, Kohl's offers its lowest prices of the week on select items or categories. The amount of extra savings varies, but the Early Bird and Night Owl prices are Kohl's absolute best prices for that week. This year, Kohl's is offering more Early Bird offers during the after Thanksgiving weekend than ever before.
- **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 from Wednesday, Nov. 24 to Sunday, Nov. 28, shoppers get \$10 for every \$50 they spend, which can be used toward a future purchase with no brand exclusions. For example, the more you buy, the more you earn. Spending \$200? Earn \$40 in Kohl's Cash. For the first holiday season, customers will be able to redeem Kohl's Cash online in addition to in store.

- **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. 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 or Kohl's Charge card discounts.

Customer Conveniences

- **Kohls.com** – 24 hours a day, seven days a week, gifters will have access to 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 customers can purchase all items featured during the Happy Thanksaving Days event, including the more than 400 Early Bird specials, starting on Thanksgiving Day.
 - **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 Early Bird offers and create customized lists for their in-store visits.
 - **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 and shop using their Smartphones.
- **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. The Happy Thanksaving Days Event starts at 3 a.m. on Friday, Nov. 26. Doors open at 6 a.m. on Saturday, Nov. 27.
- **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.

Happy Thanksaving Days Marketing and Media Support

Kohl's will support its Happy Thanksaving Days sale through aggressive marketing, including broadcast, online, print and mobile advertising, enhancements to Kohls.com, direct mail, e-mail outreach and public relations. Continuing last year's successful strategy of leveraging high-return mediums, Kohl's is investing in radio, digital and direct mail. The multi-channel marketing campaign is designed to reach customers from their computers and mobile phones to their mailbox and in-store.

Television and Radio

Comparable to last year, television and radio spots to promote Kohl's after Thanksgiving Day offerings begin Monday, Nov. 22. The company will continue to be aggressive in its radio support in top markets the week of Thanksgiving and will increase its Latino radio spots in key markets, as well. Kohl's radio efforts will again include DJ integration with popular national radio personalities including John Tesh, Lia, Ryan Seacrest and Billy Bush.

Online and Print Advertising

On Sunday, Nov. 21, Kohl's Happy Thanksaving Days sale is previewed on Kohls.com, four days before the ad runs in newspapers on Thanksgiving Day. Kohls.com will feature the company's entire Happy

Thanksgiving Days sale ad, with more than 400 Early Bird incredible savings opportunities, compared to more than 300 Early Bird specials last year.

Visitors to Kohls.com can view after Thanksgiving Day offers and map out their shopping strategy by using the interactive tool, introduced last year, to build a customized list that includes product images and pricing. Users can view and post customer ratings and reviews on products. Customers can pull product offers to create and print personalized shopping lists. Kohls.com customers can enjoy an expanded gift shop in the online "Store + More" and enhanced sort functionality for easy shopping. The ability to plan purchases early and compare products, pricing and reviews is one more way Kohl's lets customers shop with confidence.

On Tuesday, Nov. 23, Kohl's will drive traffic to the store and Kohls.com with an advertising roadblock on major portals such as AOL, MSN and Yahoo!. Kohl's will also use the company's Facebook page and Twitter to promote after Thanksgiving Day sale efforts.

New this year, Kohl's will also reach customers with mobile advertisements including YouTube Mobile Roadblocks, targeted mobile banner ads and mobile text ads, all during the week of Thanksgiving.

Direct Mail

Illustrating the added benefits that Kohl's Charge customers receive during the holiday season and throughout the year, Kohl's offers Charge customers Pick-Your-Day offers that customers can use in store or online from Nov. 18 to 23. Charge customers will also receive an additional shopping pass to save during the week of Thanksgiving. New this year, Kohl's is also offering a gift guide, perfect for last-minute shoppers, in mid-December.

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

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.

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