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**Kohl's Debuts Simply Vera Vera Wang Exclusive Cause Merchandise in Support of Women's Health**

*100 percent of the net profit will be donated to support the fight against breast cancer*

MENOMONEE FALLS, Wis., September 7, 2010 – [Kohl's Department Stores](#) (NYSE: KSS) invites customers to join the fight against breast cancer through a new Kohl's Cares® cause merchandise program designed to support women's health. The company will sell exclusive cause merchandise in all 39 Wisconsin Kohl's stores and online at [www.kohls.com](http://www.kohls.com), with 100 percent of the net profit donated to support the fight against breast cancer. The first collection – created by world-class designer Vera Wang for her Simply Vera Vera Wang exclusive brand at Kohl's – will be available September 7 through December 24, 2010.

The 15-item exclusive collection of Simply Vera Vera Wang cause merchandise includes apparel, accessories, fashion jewelry and home goods and all items are available for just \$5 or \$10 each. The collection includes a pink ribbon pin; graphic t-shirts; women's sleep sets with boy shorts; and sequin coin purses in various shades of pink and gray, to name a few. In Wisconsin stores, the Simply Vera Vera Wang merchandise has been given its own center aisle display where all items will be merchandised together to make it easier for customers to support the cause. To view the entire collection or to purchase these items online, visit [kohls.com](http://kohls.com).

"Our successful Kohl's Cares cause merchandise program benefitting kids has raised more than \$150 million over the past 10 years to support children's health and education initiatives nationwide. As Kohl's has recently expanded our philanthropic efforts to support the fight against breast cancer, we are very excited to expand our cause merchandise program with exciting new items that benefit that cause," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The new cause merchandise collection, designed by Vera Wang, represents so much more than beauty and value; it gives our customers an easy way to support a cause that means so much to all of us."

Earlier this year, Kohl's announced its new philanthropic initiative to fight breast cancer with a commitment of \$7 million over three years to the American Cancer Society's Midwest Division and the Southeast Wisconsin affiliate of Susan G. Komen for the Cure® to support breast cancer research, education and patient-assistance programs. The new cause merchandise program will support additional initiatives committed to the fight against breast cancer.

The Kohl's Cares breast cancer cause merchandise program will continue with a new collection after the holidays. Future collections will include special items from other exclusive brands at Kohl's.

The women's health initiative builds upon Kohl's long history of charitable involvement in the communities it serves. Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$30 million to support charitable initiatives in the metro-Milwaukee area. Also, over the past 10 years, the company's Kohl's Cares cause merchandise program, which sells plush toys and books, has raised more than \$150 million to benefit children's health and education initiatives nationwide.

For more information on Kohl's community giving, visit [www.kohls.com/cares](http://www.kohls.com/cares). To view the Kohl's Cares cause merchandise, visit [www.kohls.com](http://www.kohls.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](http://www.kohls.com).