



FOR IMMEDIATE RELEASE

Contacts: Vicki Shamion, Kohl's
Senior Vice President of Public Relations
Office: 262-703-1464
Vicki.shamion@kohls.com

Erin Kaplan, ELLE
Office: 212.767.4615
Ekaplan@hfmus.com

Kohl's Continues to Build World-Class Partnerships With Expansion of Successful ELLE Brand Into Fashion Jewelry and Beauty Categories

ELLE BIJOUX and ELLE-Branded Cosmetics to Launch Exclusively at Kohl's in Spring 2012

MENOMONEE FALLS, Wis., December 14, 2010 - Kohl's Corporation (NYSE:KSS) and Lagardère Active today announced plans to expand its successful ELLE-branded contemporary lifestyle collection into fashion jewelry and beauty. The ELLE BIJOUX jewelry collection and ELLE-branded line of cosmetics will be available exclusively in Kohl's stores nationwide and Kohls.com beginning Spring 2012.

The company continues to grow its world-class partnerships as demonstrated by the expansion of ELLE into jewelry and cosmetics. The ELLE-branded fashion collection initially launched in 2007 and due to strong customer response has expanded from apparel into other categories such as shoes and an ELLE DÉCOR-branded line of home goods.

"ELLE has consistently exceeded our expectations in the contemporary category and with its demonstrated success, we are confident the brand will continue to be instrumental in driving our exclusive brand strategy," said Don Brennan, Kohl's chief merchandising officer. "Expanding ELLE into additional categories allows us to increase the value proposition to our customer and delivers on our commitment to offer world-class brands in each category."

"ELLE has always been a lifestyle brand as we strive to inspire style in all aspects of a woman's life," said Robin Domeniconi, ELLE Group's senior vice president and chief brand officer. "Building upon our successful apparel line at Kohl's is an exciting and appropriate venture for us. With the introduction of these new lines, we can continue to help the Kohl's customer celebrate their own personal style."

ELLE BIJOUX will include runway-inspired fashion jewelry, including necklaces, earrings, bracelets and rings. The ELLE-branded line of cosmetics will ultimately include on-trend make-up and color, skin care, bath and beauty and nail products at a great value.

Kohl's will collaborate with Lagardère Active Enterprises on the ELLE BIJOUX product design, which will be managed out of Kohl's New York Design Office. Kohl's will continue to manage the distribution and marketing of all ELLE-branded merchandise.

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.

About Hachette Filipacchi Media U.S. (www.hfmus.com)

ELLE is the No. 1 fashion magazine in the world, with 43 editions, 21 million readers, and 6.4 million copies sold every month worldwide. It is also the foundation of numerous brand extensions, including ELLE Décor (25 editions), ELLE A Table (four editions), and ELLE.com (28 websites with 20 million unique visitors). The U.S. edition reaches an audience of 6.1 million readers, who find in ELLE a rich mix of fashion, beauty and culture that lets the reader discover their personal style and public self.

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.

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