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Kohl's Department Stores Will Launch an Industry-First Lifestyle Brand with Jennifer Lopez and Marc Anthony

Building on Kohl's exclusive and private brand strategy, Jennifer Lopez and Marc Anthony collections will launch exclusively in Kohl's stores nationwide

MENOMONEE FALLS, Wis., – November 18, 2010 – Kohl's Department Stores (NYSE:KSS) and Music Entertainment Sports Holdings (MESH), a division of LF USA, today announced its plans to launch two multi-department contemporary lifestyle brands with globally-recognized entertainers Jennifer Lopez and Marc Anthony, the first celebrity couple to simultaneously design collections for one retailer. Kohl's will be the exclusive provider and marketer in the United States of all Jennifer Lopez and Marc Anthony apparel, accessories and other merchandise, which will be available in Kohl's stores nationwide and Kohls.com beginning Fall 2011.

“We are pleased to announce lifestyle brands with one of the most successful and talented couples in the entertainment business and have every confidence Jennifer Lopez and Marc Anthony will resonate with our customers,” said Kevin Mansell, Kohl's chairman, president and chief executive officer. “The addition of the Jennifer Lopez and Marc Anthony collections further differentiates Kohl's with exclusive, world-class partnerships and positions us to continue to gain market share.”

The Jennifer Lopez and Marc Anthony brands will initially launch in women's and men's apparel and accessories. The Jennifer Lopez collection will include sportswear, dresses, handbags, jewelry, shoes and sleepwear while Marc Anthony will launch in sportswear, dress shirts, neckwear, accessories, suit separates, sportcoats and shoes. Over time it's expected the Jennifer Lopez and Marc Anthony collections may expand into home. Both will have prominent positioning throughout the store in the contemporary areas.

“The Jennifer Lopez and Marc Anthony collections deliver a total value proposition to our customers by offering contemporary style at an incredible value in each category,” said Don Brennan, Kohl's senior executive vice president. “This launch builds on the success of and further strengthens our exclusive and private brand portfolio, which has demonstrated consistent growth over the last several years due to strong customer response.”

Recognized as one of the world's most influential couples, Lopez and Anthony are celebrated for their multi-faceted work in the mass media industry. Lopez is best known as an actress, singer, and designer, while Anthony is a five-time Grammy winner who has sold more than 12 million albums worldwide.

"We are thrilled to embark on this new venture with Kohl's and to join in this important partnership," said Jennifer Lopez and Marc Anthony. "These are really exciting times for us and our family and we are looking forward to collaborating with Kohl's in the creation of a lifestyle brand that represents our true style and the essence of who we are and what we have come to represent as artists. It is with much excitement that we can bring this to the Kohl's customer."

Kohl's, Jennifer Lopez and Marc Anthony will partner on the design of all Jennifer Lopez and Marc Anthony apparel, which will be managed out of Kohl's New York Design Office. Kohl's will also manage the production, distribution and marketing, which will prominently feature Lopez and Anthony.

MESH, a division of LF USA and partnership between LF USA and Star Branding, will sub-license the Jennifer Lopez and Marc Anthony brands exclusively to Kohl's under a long-term agreement.

"Having the pleasure of working closely with Jennifer and Marc over the last several years, this exciting partnership represents a new high for the fashion industry," said Tommy Hilfiger, owner of Star Branding which is a partner in MESH, a division of LF USA. "MESH's proven ability to create compelling lifestyle brands combined with Jennifer's and Marc's unparalleled talent and Kohl's' dominant and visionary position in the retail community creates a truly powerful fashion proposition for the consumer."

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 its 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(R) 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 LF USA

LF USA is a subsidiary of Li & Fung Limited, the Hong Kong-headquartered multinational export group and is recognized as the world's leader in consumer goods design, development and sourcing. From over 80 offices in the United States, Europe, Africa and Asia, the Group manages the supply chain for retailers and brands worldwide and sources from more than 40 economies. Corporate website: www.lifung.com

About Music Entertainment Sports Holdings (MESH)

MESH, a division of LF USA, is a partnership between LF USA and Star Branding, which is owned by Mr. Tommy Hilfiger and partners. MESH develops authentic global lifestyle brands fusing the worlds of music, entertainment, sports and fashion. Combining the traits and characteristics that make a talent unique, MESH develops a brand DNA that is shared across

multiple product categories, including apparel, handbags, accessories, footwear, jewelry and fragrance.

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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