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Kohl's Department Stores' 2011 Holiday Campaign Highlights Why Kohl's is the Smartest Choice this Holiday Season with Unbeatable Savings on the Best Gifts for Everyone on the List

For the first time in company history, Kohl's will be open for 24 hours on Friday, Nov. 25 – from 12 a.m. to midnight – offering shoppers even more time to shop for holiday gifts at exceptional values

Integrated marketing campaign showcases unprecedented value and an easy, convenient shopping experience for customers who “Love to Give” and are “Happy to Save”

MENOMONEE FALLS, Wis., November 1, 2011 – [Kohl's Department Stores](#) (NYSE: KSS) today announced its 2011 integrated holiday campaign, which emphasizes unprecedented value to all customers this holiday. With more unbeatable savings opportunities than ever before, more days and ways to shop and share the best offers of the season, combined with industry-leading policies, Kohl's is the smartest choice for savvy shoppers. New this year, Kohl's will be open for 24 hours on Friday, Nov. 25 – from 12 a.m. to midnight – making Kohl's the smartest choice for shoppers who love to give great gifts at the best value. The marketing campaign showcases all the reasons shoppers will choose Kohl's first this holiday for savings on quality, stylish brands and gifts for everyone on the list. “Love to Give, Happy to Save” will be communicated across multiple mediums, including print advertising, direct mail, email, digital and social media, [Kohls.com](#), mobile, television, radio and in-store marketing.

“The state of the economy will definitely affect how consumers plan and shop this holiday,” said Kevin Mansell, Kohl's chairman, president and chief executive officer. “We understand they feel pressure to find the best gifts at an incredible value, and that's what we will deliver. From opening our stores at 12 a.m. the day after Thanksgiving – our earliest opening ever – to offering deeper savings opportunities throughout the holidays, we are making shopping easy and even more convenient this holiday season. We are confident that by providing more unbeatable savings, a great shopping experience and industry-leading policies, including our hassle-free return policy and no brand exclusions when using offers like Kohl's Cash or Kohl's Charge card discounts, that consumers will choose Kohl's first. We believe that our collective approach serves as an important point of differentiation and positions us well this holiday season.”

Kohl's Happy Thanksaving Days Sales Event – Friday, Nov. 25, 12 a.m. to Midnight – Open 24 hours

Kohl's will open its doors nationwide at 12 a.m. on Friday, Nov. 25 – the earliest opening in company history. Stores will be open for 24 straight hours from 12 a.m. until midnight, offering shoppers additional hours to gain incredible savings on the items they want this season. Online shoppers can start saving even earlier with all Early Bird specials available on [Kohls.com](#) on Thanksgiving Day. As the smartest shopping destination for the holidays, Kohl's makes it easy to get incredible values on great gifts online and in store.

National Marketing Campaign – “Love to Give, Happy to Save”

“Kohl's holiday marketing campaign, ‘Love to Give, Happy to Save,’ focuses on planning, shopping and sharing in the excitement of the holiday season,” said Julie Gardner, Kohl's executive vice president and chief marketing officer. “This year, we've significantly increased our marketing spend in key areas including

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broadcast, direct mail, digital and mobile to effectively reach busy, budget-conscious shoppers. We know our shoppers want to give generously this season, and we want to help them fulfill their holiday wishes. Whether in store – or in store at the Kohl's Kiosks where all items ship for free, online – shopping the expanded selection at Kohls.com – or on-the-go, Kohl's is the holiday destination for special gifts, wardrobe essentials and inspiring items for the home."

From our stores to our website to mobile devices, Kohl's marketing campaign will communicate more unbeatable savings opportunities throughout the season in addition to the industry-leading policies and customer conveniences which include:

Unbeatable Savings Opportunities

- **Kohl's Cash®** – During Kohl's Cash promotions, all shoppers get \$10 Kohl's Cash back for every \$50 spent (in store or online) that can be used toward future purchases in store or on Kohls.com – good on all brands and sale prices. It's like getting paid to shop! This year, shoppers will have an additional day to earn and three additional days to redeem Kohl's Cash compared to last year.
- **Power Hours and Early Birds** – During special hours, Kohl's offers the lowest prices of the week on select items or categories.
- **Kohl's Charge** – Kohl's Charge customers receive a number of exclusive benefits. In addition to getting extra savings on their first purchase, shoppers also receive Pick-Your-Day shopping passes and special event discounts throughout the year.
- **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, Jennifer Lopez Collection, Marc Anthony Collection, LC Lauren Conrad, Food Network, Bobby Flay, ELLE Contemporary Collection, ELLE DECOR, Dana Buchman, Candie's, Mudd, Tony Hawk, Apt. 9, Chaps, Jumping Beans and SONOMA life + style.
- **Shoppers 60+** – Every Wednesday, Kohl's shoppers age 60 and better will save an extra 15 percent on in-store purchases at Kohl's stores nationwide.

Industry-Leading Policies

- **An Industry-Leading, Hassle-Free Return Policy** – Kohl's industry-leading return policy 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 or even exchanges, while customers without a receipt will receive a 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, shoppers have access to the exciting merchandise, expanded assortment of tens of thousands of online exclusives, tremendous values and conveniences available on Kohls.com, including functionality for customer reviews and ratings, online earn and redemption of Kohl's Cash and new this year, navigation features to showcase "What's New," "Best Sellers" and "Customers' Top Rated."
 - **Kohls.com Mobile** – Sales alerts and holiday offers will help smart phone shoppers stay in-the-know about Kohl's promotions throughout the season. This year, a newly enhanced mobile application allows users to view and search circulars, use QR code and in-store bar code functionality, manage Kohls.com accounts, shop online and more.
 - **List Builder Tool** – For the holidays, Kohl's popular list builder tool will once again be available in the days leading up to Thanksgiving on Kohls.com to help resourceful shoppers preview hundreds of special Early Bird offers and create customized lists for their in-store visits.

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- **Extended Store Shopping Hours** – Kohl's stores open early and close late so shoppers can take advantage of great in-store savings when it's most convenient.
- **Kohl's Kiosk – Buy, Save and Ship it for Free** – 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, Kohl's offers free standard shipping in the U.S. on items ordered from in-store kiosks.

Kohl's Charge Card and Direct Mail

As in recent years, Kohl's is significantly increasing its investment and distribution in direct mail. In November and December, Kohl's Charge card and non-Kohl's Charge card customers will enjoy more ways to save than last year, including more Customer Appreciation Shopping Passes and Buy More Save More opportunities. Kohl's Charge card shoppers can get even more savings on the day of their choice with Pick-Your-Day shopping passes.

Delivering convenient gifting solutions to shoppers, Kohl's will once again distribute a bundled holiday gift guide and jewelry mailer to select Kohl's Charge card holders, including additional ways to save. Also, in mid-December, just in time for "last-minute" shoppers, Kohl's will distribute an additional gift guide with more than 32 pages of great gift ideas including more jewelry and watches and a large selection of national, private and exclusive brands.

Email Alerts

Customers choosing to receive Kohl's email alerts will be sent relevant updates on Kohl's brands and savings opportunities. This year we are increasing the number of emails that we send to customers. Emails will begin the second week of November and will highlight incredible offers on stylish, quality gifts for individuals, families and the home. To ensure savvy shoppers have access to convenient tools and gifting solutions as they research and plan their purchases, Kohl's will send emails tailored to customer needs, lifestyle and geographic location. Emails will also connect customers directly to online experiences including Kohl's online Gift Shop, Style Shop, an expanded assortment of online exclusives and list builder tool.

Digital and Social Media

Kohl's will increase its investment and reach through digital and social media, reflecting the growing trend of consumers going online to research and plan their holiday shopping. The company has continued to see substantial growth of its Facebook fan base, which now exceeds 5.8 million, up from approximately 2.8 million at this time last year. Kohl's will leverage Facebook, Twitter and YouTube to make it easier for customers to shop and share their experiences. The company will engage in ongoing dialogue about Kohl's brands, programs and gifts and will share select offers on Facebook and Twitter throughout the holiday season. Facebook fans will also receive exclusive savings opportunities during the holidays. New this year, the company will host an interactive charitable contest on Facebook that celebrates the holiday spirit and reinforces Kohl's "Love to Give, Happy to Save" message.

Kohl's will also leverage homepage takeovers as part of the company's digital advertising strategy. The high-impact placements provide additional interaction with customers, promoting increased brand exposure. Throughout November and December, Kohl's will promote sales events with nine homepage takeovers on popular sites such as AOL, MSN and Yahoo! Similar to last year, Kohl's will have an expanded paid advertising presence on Facebook with online engagement ads. New this year, Kohl's is investing in targeted online advertisements that help the company reach more targeted audiences and share holiday offers and promotions each day.

Kohls.com

The company expects sales on Kohls.com to reach \$1 billion by the end of 2011 – an increase of approximately 38 percent from 2010. A convenient, one-stop destination for holiday shoppers, Kohls.com offers merchandise and savings available in store, plus tens of thousands of online exclusives. Visitors to

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Kohls.com will find new offers throughout the holiday season and convenient new navigation features – showcasing “What’s New,” “Best Sellers” and “Customers’ Top Rated” – to help customers plan and purchase holiday gifts easily. Kohls.com shoppers will enjoy Kohl’s seasonal promotions found in store, including the option to redeem Kohl’s Cash online. They will also receive additional value through online exclusive discounts and promotions on popular shopping days in November and December and compelling free shipping offers with a minimum purchase every day throughout the holiday season.

In early November, Kohl’s will launch its online Gift Shop, where customers can enjoy an inspiring and convenient online shopping experience. The Gift Shop will feature easy-to-shop categories to help gift givers find the perfect items for everyone on their lists. The new online Style Shop is an additional tool customers can use to find key holiday trends and inspired gift ideas. The popular list builder tool will once again be available on Kohls.com during the days leading up to Thanksgiving as an additional resource to help shoppers conveniently plan their in-store and online visits and preview hundreds of Early Bird offers. Online shoppers can start shopping after Thanksgiving Day specials early this year, with all “Happy Thanksgiving Days” Early Bird specials available on Kohls.com on Thanksgiving Day.

Mobile

Recognizing that consumers are increasingly using smart phones for convenient, efficient shopping, the company has made significant investments in new mobile tools designed to make shopping even easier for busy consumers on-the-go. Sales alerts and exclusive holiday offers will help smart phone shoppers stay in-the-know about Kohl’s promotions throughout the season. An enhanced mobile application allows users to view and search circulars, find local store information, use QR code and bar code functionality to find product descriptions, read reviews, shop online, manage Kohls.com accounts and more.

Television and Radio

This year Kohl’s is significantly increasing its spend in broadcast to reach more customers. Kohl’s will inspire shoppers who “Love to Give” and are “Happy to Save” with advertisements that feature moments capturing the joy of giving the perfect gift. Beginning October 31, two 30-second national brand television spots will run throughout the holiday season during such programs as *Dancing with the Stars*, *The X Factor*, *Grey’s Anatomy*, *Parenthood*, *How I Met Your Mother*, *The National Dog Show* and various holiday specials.

A mix of 15- and 30- second television advertising spots highlighting the company’s exceptional value and key differentiators will support Kohl’s key sales events and seasonal merchandise offers to demonstrate why Kohl’s is the smartest choice for holiday shopping. Kohl’s will also sponsor Food Network’s *Thanksgiving Live!* program on Sunday, Nov. 20. This two-hour interactive program has top Food Network talent answering viewers’ questions about holiday meals and features exclusive Food Network merchandise available at Kohl’s.

The company continues to take advantage of radio’s strong reach with various 30-second national radio spots debuting on Nov. 1 and running through mid-December. Kohl’s will once again utilize DJ integration throughout the holiday season with radio personalities Ryan Seacrest, John Tesh and Lia, which will also support this year’s “Love to Give, Happy to Save” Facebook Contest.

Targeted Latino Marketing

Kohl’s will continue to engage Latino consumers during the holiday season through tailored national broadcast and radio spots beginning Nov. 7. The 15- and 30-second dedicated television spots will air on programs including novellas *Una Familia con Suerte* and *La Fuerza del Destino* and will feature gift-giving scenarios that demonstrate Kohl’s total value available to all customers through incredible savings opportunities on top of already great prices on quality brands.

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In-Store Marketing

Kohl's shoppers can expect an easy, convenient shopping experience that starts when they approach the store doors and continues with bright holiday signs expressing the overall holiday campaign message "Love to Give, Happy to Save." Holiday signs throughout the store will call out the quality, stylish brands available at Kohl's. Designated gift zones will showcase gifts under specific price points to guide gift givers to the merchandise they want at the value that fits their budget. Additionally, Kohl's Kiosks conveniently located in every store offer shoppers access to an expanded assortment of sizes, styles, colors and merchandise that may not be available in stores. A benefit of this year-round feature, items ordered from in-store kiosks ship free of charge in the U.S. to a customer's home or to a gift recipient.

To provide shoppers with an easy, convenient gift option, gift card centers will be located near check-outs and will offer an expanded assortment of holiday and everyday gift card styles, as well as a variety of accessories and Godiva chocolates to pair with gifts. Available both throughout stores and on Kohls.com in a variety of denominations, Kohl's gift cards can be used anytime and have no service fees and no expiration dates. Kohl's continues to grow its selection of third-party gift cards available in store, including gift cards for the digitally savvy for iTunes and Facebook Credits, as well as Best Buy, Barnes & Noble, Home Depot, Lowe's, Starbucks, Applebee's, Olive Garden, PF Chang's, Red Lobster, Subway, SpaFinder, BP Gas, Shell Gas and more.

Philanthropy

This holiday season, Kohl's makes it easy for consumers to give back to those who need it most through its numerous cause marketing initiatives, including its children's and women's cause merchandise programs of which 100 percent of the net profits are donated to children's health and education initiatives and fighting breast cancer. New this year, the company will host an interactive contest on Facebook that celebrates the holiday spirit and reinforces Kohl's "Love to Give, Happy to Save" message. Kohl's will engage Facebook fans to help allocate \$500,000 to select charities while rewarding personal stories of giving with Kohl's gift cards.

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About Kohl's Department Stores

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. With a commitment to environmental leadership, Kohl's operates 1,127 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 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.

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/A, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.