



FOR IMMEDIATE RELEASE

Contact:

Vicki Shamion, 262.703.1464 or vicki.shamion@kohls.com

Jen Johnson, 262.703.5241 or jen.johnson@kohls.com

Kohl's Unveils Exclusive Merchandise from Dana Buchman to Support Women's Health
100 percent of the net profit will be donated to support the fight against breast cancer

MENOMONEE FALLS, Wis., January 18, 2011 – [Kohl's Department Stores](http://www.Kohls.com) (NYSE: KSS) invites customers to join the fight against breast cancer with Kohl's Cares® cause merchandise from Dana Buchman. The exclusive cause merchandise, designed to support women's health, is available in all 39 Wisconsin Kohl's stores and online at www.Kohls.com, with 100 percent of the net profit benefitting the fight against breast cancer. The latest collection features special items designed by Dana Buchman for the Dana Buchman collection, exclusively found at Kohl's. It is available now through the middle of April.

The 15-item exclusive collection of Dana Buchman cause merchandise includes apparel, accessories, fashion jewelry and home goods. All items are available for just \$5 or \$10 each. The collection includes a pink ribbon pin; scarves featuring the signature Dana Buchman zebra print; sunglasses; flip flops; sleepwear sets; graphic tees; and watches in various shades of pink and gray. The breast cancer cause merchandise has its own center aisle display where all items are merchandised together to make it easy for customers to support the cause. To view the entire collection or to purchase these items online, visit www.Kohls.com.

"We are excited to unveil our newest collection to support women's health, designed by Dana Buchman," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Dana Buchman makes women look and feel beautiful and this new and exciting collection gives our customers an easy way support the fight against breast cancer and look great while doing it."

The net profit from the new cause merchandise program, launched at Kohl's in September 2010 and available year-round, supports the fight against breast cancer. Kohl's has also supported the fight against 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 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 \$36 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. To view the Kohl's Cares cause merchandise, visit 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. 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.

###