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Kohl's Offers Colorful Eric Carle Books and Plush Toys for \$5

The Very Hungry Caterpillar and friends help Kohl's support kids' health and education initiatives nationwide

MENOMONEE FALLS, Wis., January 13, 2011 – [Kohl's Department Stores](#) (NYSE: KSS) has a colorful way to kick off spring for kids. From now through the end of April, Kohl's features classic story books from legendary children's author and illustrator Eric Carle through the Kohl's Cares® cause merchandise program. Exclusive editions of *The Very Hungry Caterpillar*, *The Grouchy Ladybug*, *The Mixed-Up Chameleon*, and *The Foolish Tortoise* with coordinating plush toys are available for just \$5 each. Through the Kohl's Cares program, 100 percent of the net profit from the sale of these items benefits children's health and education initiatives nationwide. Since the program's inception, Kohl's has turned \$5 merchandise into more than \$150 million to help make a positive difference in the lives of children. All items are available for just \$5 each at 1,089 Kohl's stores nationwide and online at Kohls.com.

"We're proud to offer books and plush toys from Eric Carle as part of the Kohl's Cares program. Thanks to the support of our customers, the Kohl's Cares program has raised more than \$150 million over the past 10 years, making a positive impact on the lives of children nationwide," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The books and plush toys are an incredible value at just \$5 each. Parents who grew up with Eric Carle books can now share these vibrant books with their own children while supporting a positive program that gives back to their community."

The books feature Eric Carle's iconic characters and colorful illustrations. From the holes in the pages of *The Very Hungry Caterpillar* to the die-cut pages of *The Grouchy Ladybug*, each book is an interactive experience designed to spark a child's curiosity.

"The Kohl's Cares program is a great way to encourage children to read and to help support programs that promote children's health and education," said Eric Carle. "I'm thrilled that my books will not only teach children that learning can be fun but hope they will also encourage being helpful and caring to others."

Kohl's Cares has a sweet treat for adults, as well. This season the cookbook *Crazy About Cupcakes* by Krystina Castella will also be featured for just \$5. The book features recipes for delicious cupcakes along with full color pictures and instructions for decorating cupcakes that will be the envy of any party.

In addition to the merchandise program, Kohl's Cares features the Kohl's Cares scholarship program, which last year recognized more than 2,100 young volunteers with a total of \$410,000 in scholarships and prizes; the Associates in Action program, which encourages associate volunteerism and provided more than \$10 million in grants last year to youth-focused nonprofit organizations and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.Kohls.com/Cares.

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 The World of Eric Carle™

The World of Eric Carle™ is a design-driven licensing and merchandising program based on the beloved picture books by Eric Carle, best known for the children's classic *The Very Hungry Caterpillar*. A prolific author and artist, Eric Carle has written and illustrated more than seventy books which have sold over 103 million copies worldwide. Like his books, The World of Eric Carle™ brand draws upon Eric Carle's lessons in creativity, discovery, play and development. Licensing and merchandising programs are ongoing in the US, UK, Germany, Australia and Japan. Plans for 2011 include expanding into France and Korea.

For more information about Eric Carle visit www.Eric-Carle.com. Chorion, a global family entertainment and merchandising company, represents The World of Eric Carle™ for licensing worldwide.