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## Kohl's Opens 30 New Stores Creating Approximately 4,000 Jobs

MENOMONEE FALLS, Wis., Sept. 28, 2011 – Today, [Kohl's Department Stores](#) (NYSE: KSS) marks the grand opening of 30 new stores, bringing approximately 4,000 new jobs across 20 states.

"We are pleased to be in a position to create thousands of jobs, as Kohl's continues to focus on growing market share in a challenging economy," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "We continue to bring customers innovative new stores where they can enjoy quality national and exclusive brands at exceptional values. This fall we launched the exclusive Jennifer Lopez and Marc Anthony collections available at all stores and Kohls.com. To keep the customer experience fresh and exciting, we have invested in our existing store base by adding innovative features and remodeling approximately 100 stores this year, an 18 percent increase from 2010."

### Growth, Expansion and Innovation

2011 is another year of growth for the company as Kohl's opens 30 stores today in 20 states – Alabama, California, Florida, Georgia, Idaho, Indiana, Iowa, Maryland, Massachusetts, Montana, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Virginia and Wyoming. Kohl's now operates 1,127 stores in 49 states. The company also invested in its current store base by adding innovative features and remodeling approximately 100 stores this year, an 18 percent increase from 2010.

In addition, all new stores opening this fall feature innovative store designs and new enhancements to increase comfort and convenience for shoppers. Some of these features include updated check-out stations, upgraded fitting rooms throughout the store, including fitting room lounges in Misses and Juniors, a customer service area relocated to the front of the store in most locations, in-store e-commerce kiosks and electronic signage located throughout the store. To further drive growth, Kohl's also remains focused on the successful small store concept, which offers greater real estate flexibility and provides a platform to open up more stores faster, while still offering the same quality exclusive and national brands, value and convenience that shoppers have enjoyed for years.

A retail leader in environmentally responsible green building design and operation, Kohl's has 111 stores nationwide built utilizing a prototype that received Leadership in Energy and Environmental Design (LEED) certification at the Silver level from the U.S. Green Building Council. In fact, 18 of the new stores Kohl's is opening today have been built to LEED guidelines, a set of criteria which guide best practices for the design, construction and operation for high-performance green buildings. Characteristics of Kohl's LEED certified stores include: Cool White ENERGY STAR®-rated TPO roofs that reduce each building's energy demand; water-efficient landscaping and plumbing; use of regionally sourced building materials; careful construction waste management and a centralized energy management system that helps monitor thermal comfort and ensure optimal energy efficiency throughout the store.

### The Real Value of Kohl's – Commitment to Customers

At Kohl's, it's not just what customers save, it's about what they get. Every day Kohl's provides customers with real value – an unconditional shopping experience through Kohl's quality, world-class national and exclusive brands, unique savings tools, unbeatable policies, customer conveniences, Kohl's Cares cause program and a commitment to environmental responsibility.

### *World-Class National and Exclusive Brands*

Customers never have to sacrifice style for savings. Kohl's stores nationwide and Kohls.com help shoppers stay within their budgets by providing quality national and exclusive brands at a value they can appreciate. New this fall, customers can enjoy the exclusive Jennifer Lopez and Marc Anthony collections. Kohl's additional world-class national and exclusive



brands include Simply Vera Vera Wang, 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 can take advantage of the company's unique offerings, some of which include:

#### *Unparalleled Savings Opportunities*

- **Kohl's Cash®** – For every \$50 spent (in store or online) shoppers get \$10 Kohl's Cash back that can be used towards future purchase in store or on Kohls.com. Good on all merchandise, brands and sale prices. It's like getting paid to shop!
- **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, 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. In addition, Kohl's also carries the exclusive Jennifer Lopez and Marc Anthony collections which launched this fall.
- **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 has an industry-leading return policy that 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 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, tremendous values and customer conveniences available on Kohls.com, including functionality for customer reviews and ratings and online redemption of Kohl's Cash.
- **Extended Shopping Hours** – Kohl's opens early and closes 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 the in-store kiosks.

Kohl's commitment to customers has been recognized by the National Retail Federation\* for the past six years on its list of retailers that offer the best customer service. In addition, Kohl's has ranked among the top retailers in the University of Michigan's\*\* customer satisfaction survey for nine consecutive years, including ranking number one among mid-tier department stores in 2010. In addition, Kohl's was recently ranked by Forbes and the Reputation Institute as the most reputable department store on their annual list of the Most Reputable Companies.

#### **Kohl's Cares® – Community and Environmental Commitment**

Kohl's cares and strives to be an active member in the cities and towns where we do business. Through charitable giving and volunteer programs for kids' health and education and environmental initiatives, Kohl's is making



communities happier, healthier, greener places to live and work. Kohl's supports local communities through its Kohl's Cares® philanthropic programs which include:

- Kohl's Cares Cause Merchandise Program – Throughout the year, Kohl's sells kid-friendly cause merchandise, with 100 percent of the net profit donated to support children's health and education initiatives in communities nationwide. To date, more than \$180 million has been raised through the Kohl's Cares cause merchandise program.
- Kohl's Cares Associates in Action Program – Kohl's associates make a difference by volunteering in their communities and partnering with qualified nonprofits. More than 400,000 associates have donated more than 1.3 million hours of their time since 2001 and Kohl's has donated more than \$38 million to nonprofits throughout the nation.
- Kohl's Cares Scholarship Program – Kohl's also recognizes and rewards youth volunteers. Since 2001 we've awarded more than \$3 million in scholarships and prizes to more than 15,000 youth volunteers through our Kohl's scholarship program. In 2011, Kohl's awarded nearly \$420,000 in scholarships and prizes to nearly 2,200 kids nationwide.
- Kohl's Cares Fundraising Gift Card Program – Kohl's has also raised more than \$32 million for youth organizations through fundraising gift cards.
- Kohl's Cares Advancing Environmental Solutions – Kohl's is committed to being a leading environmentally responsible retailer and to protecting and conserving the environment. Exemplifying this commitment, the company received its second consecutive Environmental Protection Agency (EPA) Green Power Partner of the Year award in 2010 and was recognized with EPA Green Power Leadership awards for four consecutive years. The company currently ranks first in retail, second overall and second among Fortune 500 companies on EPA's quarterly rankings of top green power purchasers. Kohl's is the largest retail host of solar power in North America with more than 100 solar locations. In addition, more than 600 Kohl's stores have earned EPA's ENERGY STAR label for superior energy efficiency and environmental performance.

#### 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](http://www.Kohls.com).

\*The NRF Foundation (NRFF) is the research and education arm of the National Retail Federation. A non-profit foundation created in 1981, the Foundation conducts industry research, develops education and workforce development programs, professional certification programs and promotes retailing as a career destination.

\*\*The National Quality Research Center (NQRC) at the University of Michigan Business School is a research and teaching center focusing on the measurement of customer satisfaction and the study of its relationships to quality, customer retention, profitability and productivity for private and public sector organizations, for specific industries and for national economies.

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#### Editor's Note

New store locations opening this fall include:

#### September 28 Store Openings:

Huntsville, Ala.



El Centro, Calif.  
Encinitas, Calif.  
Coral Springs, Fla.  
Miami, Fla.  
Sarasota, Fla.  
Dalton, Ga.  
Boise, Idaho  
Fort Dodge, Iowa  
Marion, Ind.  
Easton, Md.  
East Springfield, Mass.  
Northborough, Mass.  
Bozeman, Mont.  
Amsterdam, N.Y.  
Burlington, N.C.  
Waxhaw, N.C.  
Alliance, Ohio  
Miamisburg, Ohio  
St. Marys, Ohio  
Shawnee, Okla.  
Williamsport, Pa.  
Easley, S.C.  
West Ashley, S.C.  
Hixson, Tenn.  
Meyerland, Texas  
North Tomball, Texas  
Temple, Texas  
Roanoke, Va.  
Casper, Wyo.