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Kohl's Cares® Merchandise from Simply Vera Vera Wang Features Holiday Fashion that Gives Back

100 percent of the net profit will be donated to support the fight against breast cancer

MENOMONEE FALLS, Wis., November 2, 2011 – [Kohl's Department Stores](#) (NYSE: KSS) has a stylish way for customers to support women's health and give back this holiday season with Kohl's Cares® cause merchandise created by world-class designer Vera Wang for her exclusive brand, Simply Vera Vera Wang, available only at Kohl's. Now through the end of January 2012, the limited-edition apparel, accessories and gifts can be found in all 40 Wisconsin Kohl's stores and online at [Kohls.com](#), with 100 percent of the net profit donated to support the fight against breast cancer.

Simply Vera Vera Wang cause merchandise caters to women on-the-go during the busy holiday season, including everything from statement jewelry and clutches to fashionable yet functional coffee cups and totes. Featuring patterns designed by Vera Wang in various shades of pink, white and gray, all items are available for \$5 or \$10 each, making them great holiday gifts and stocking stuffers. To view the entire collection or to purchase these items online, visit [Kohls.com/Cares](#).

"We are thrilled to offer Simply Vera Vera Wang cause merchandise, designed by Vera Wang, in time for the holidays," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "We launched the breast cancer cause merchandise program last year with a collection from Simply Vera Vera Wang. The program resonated so well with our customers that we are offering a second collection, making it easy for them to support the cause this season with great gifts that give back."

Kohl's cause merchandise supporting the fight against breast cancer is available year-round, with 100 percent of the net profit donated to the cause. Kohl's also supports women's health 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 \$38 million to support charitable initiatives in the metro-Milwaukee area. In addition, over the past 10 years, the company's Kohl's Cares cause merchandise program, which sells plush toys and books, has raised more than \$180 million to benefit children's health and education initiatives nationwide.

For more information on Kohl's community giving or to view Kohl's Cares cause merchandise, visit [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. 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](#).

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