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KOHL'S CARES® SCHOLARSHIP PROGRAM ACCEPTING NOMINATIONS FEBRUARY 1 – MARCH 15, TEN NATIONAL WINNERS TO RECEIVE \$10,000 EACH

Kohl's is honoring more than 2,100 young volunteers, ages six to 18, who have made a positive impact on their communities with over \$415,000 in scholarships and prizes

MENOMONEE FALLS, Wis., Feb. 2, 2011 – The [Kohl's Department Stores](#) (NYSE: KSS) [Kohl's Cares® Scholarship Program](#) will award more than \$415,000 in scholarships and prizes, ranging from \$50 Kohl's gift cards to \$10,000 scholarships, honoring young volunteers who have made a positive impact on their communities. Nominations for kids ages six to 18 will be accepted Feb. 1 – March 15 at kohlskids.com. Kohl's enters the 11th year of its scholarship program during a time when 55 percent of bachelor's degree recipients at public colleges borrow money and are finding education increasingly difficult to afford.*

"The Kohl's Cares® Scholarship Program provides Kohl's the opportunity to recognize and reward deserving young volunteers who have committed their time and efforts to bettering their community," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "We are genuinely touched and inspired by the dedication of these young volunteers and feel honored to be able to recognize them by helping invest in their futures. We encourage parents, teachers, neighbors and friends to nominate outstanding kids who volunteer in their community at kohlskids.com."

To nominate volunteers ages six to 18 for a Kohl's Cares scholarship, visit www.kohlskids.com. Nominations are accepted Feb. 1 through March 15, and nominators must be 21 years or older. Two nominees from each of Kohl's 1,089 stores nationwide will win a \$50 Kohl's gift card, and more than 200 will win regional scholarships worth \$1,000 toward post-secondary education. Ten national winners will be awarded a total of \$10,000 in scholarships for post-secondary education and Kohl's will donate \$1,000 to a nonprofit organization on each national winner's behalf.

Through the Kohl's Cares® Scholarship Program, Kohl's aims to honor young volunteers who have made a difference in their communities by helping them invest in their future. Since the program began in 2001, Kohl's has awarded more than 13,000 youth volunteers with more than \$2.6 million in scholarships and prizes.

Last year's Kohl's Cares® scholarship winners included 9-year-old Lily Toomey who has helped the American Heart Association raise \$100,000 by sharing her personal story of a congenital heart defect and open heart surgery, 18-year-old Charles Dewey who started a literacy program for homeless children, and Carolyn Houlahan who founded a business that has donated more than \$160,000 in net profits to cancer research.

The Kohl's Cares® Scholarship Program is part of Kohl's Cares®, Kohl's philanthropic program focused on improving the lives of children. Kohl's Cares® benefits children's health and education initiatives nationwide through its merchandise program, featuring special books and plush toys where 100 percent of net profit benefits children's initiatives, fundraising gift cards and the Associates in Action associate volunteer program. For more information or a list of past Kohl's Cares® Scholarship Program winners, visit www.kohlskids.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.

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* Gorski, Eric. "Tuition at Public Colleges Rose 7.9% this Fall to Avg. \$7,605." The Associated Press. 2010.