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Kohl's Features Popular "Llama Llama" Books and Plush Toys for \$5 *Kohl's Cares® supports children's health and education initiatives nationwide*

MENOMONEE FALLS, Wis., May 3, 2011 – [Kohl's Department Stores](#) (NYSE: KSS) introduces young readers to a new friend and helps customers give back to their community with the latest Kohl's Cares® cause merchandise program. From now through the end of June, Kohl's features exclusive "Llama Llama" storybooks from *New York Times* best-selling children's author and illustrator Anna Dewdney through the Kohl's Cares® cause merchandise program. Hardcover editions of *Llama Llama Red Pajama* and *Llama Llama Misses Mama*, along with coordinating plush toys are available at Kohl's 1,097 stores nationwide and online at Kohls.com for just \$5 each, with 100 percent of the net profit benefitting children's health and education initiatives nationwide.

"Thanks to the enthusiastic support of our customers, the Kohl's Cares program has raised more than \$180 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. "These books and plush toys are an incredible value at just \$5 each. Not only will families fall in love with Anna Dewdney's adorable characters, they can feel good knowing their purchase supports programs that give back to their community."

The books feature a baby Llama and his patient Mama Llama in situations that will make parents and kids smile – tackling topics like going to bed and the first day of school. Dewdney's colorful illustrations convey the emotion little ones have when faced with challenges and how families can overcome these obstacles together.

"The Kohl's Cares program is a great way for my characters to encourage children to read, while at the same time supporting programs that promote children's health and education," said Anna Dewdney. "I'm thrilled that Llama Llama and Mama Llama can share such a positive message about giving with children and their parents."

Kohl's is serving up something for adults as well this season, with two cookbooks that also support children's health and education. *Top Secret Restaurant Recipes 2*, a cookbook from best-selling author and recipe clone king Todd Wilbur, shares even more recipes for duplicating famous foods from well-known restaurants. And help make lunches for kids healthier with *The Top 100 Recipes for a Healthy Lunchbox* by Nicola Graimes. Each cookbook is available for just \$5 – a real value!

In addition to the merchandise program, Kohl's Cares features the Kohl's Cares scholarship program, which this year will recognize more than 2,100 young volunteers with a total of \$415,000 in scholarships and prizes; the Associates in Action program, which encourages associate volunteerism and provided more than \$13.7 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 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 1,097 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.