



FOR IMMEDIATE RELEASE

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Kohl's Department Stores Announces Partnership with VF Corporation to Bring Rock & Republic® Contemporary Lifestyle Brand Exclusively to Kohl's

The Rock & Republic® brand builds on Kohl's successful exclusive and private brand strategy

MENOMONEE FALLS, Wis., April 28, 2011 - Kohl's Corporation (NYSE:KSS), VF Corporation and R&R Apparel Company, LLC, a wholly owned subsidiary of VF Corporation, today announced a long-term licensing agreement naming Kohl's Department Stores as the exclusive provider and marketer in the United States of all Rock & Republic apparel, accessories and all other merchandise, which will be available in Kohl's stores nationwide and www.Kohls.com beginning Spring 2012.

The launch of the Rock & Republic brand continues to build on Kohl's private and exclusive brand strategy, which accounted for 48 percent of total sales in 2010 and has demonstrated strong, consistent growth over the last several years. Further, the Rock & Republic license with Kohl's represents the first partnership for VF's recently formed Retail Licensed Brands Group.

"We are pleased to partner with VF Corporation to bring the Rock & Republic brand, a contemporary lifestyle collection known for its quality and style, exclusively to Kohl's," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "Building on Kohl's successful exclusive and private brand strategy, the addition of the Rock & Republic brand delivers on our commitment to offer world-class brands at an incredible value and continues to differentiate Kohl's in the marketplace."

"Rock & Republic is an authentic luxury brand and represents a lifestyle that is aspirational and appealing to many," said Eric Wiseman, chairman and chief executive officer of VF Corporation. "Bringing the original Rock & Republic brand exclusively to Kohl's with a compelling new value proposition is a unique and exciting opportunity. VF's expertise in jeanswear combined with Kohl's proven ability to develop powerful exclusive brands will be a winning combination that will create new excitement for Kohl's customers and add yet another growth opportunity to what is already a long and mutually rewarding partnership between Kohl's and VF Corporation."

Rock & Republic products will have prominent positioning throughout the store in the contemporary areas. The brand will initially launch in men's and women's apparel and footwear. The collection may expand into children's, accessories and home over time.

VF Corporation will manufacture and supply Kohl's with the jeanswear for the Rock & Republic collection and Kohl's will design and source all other product categories, which will be managed out of Kohl's New York Design Office. Kohl's will also manage the distribution and marketing of all Rock & Republic branded merchandise.

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 1,097 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 <http://www.kohls.com/>.

About VF Corporation

VF Corporation is a global leader in branded lifestyle apparel with more than 30 brands, including *Wrangler®*, *The North Face®*, *Lee®*, *Vans®*, *Nautica®*, *7 For All Mankind®*, *Eagle Creek®*, *Eastpak®*, *Ella Moss®*, *JanSport®*, *lucy®*, *John Varvatos®*, *Kipling®*, *Majestic®*, *Napapijri®*, *Red Kap®*, *Reef®*, *Riders®* and *Splendid®*.

VF Corporation's press releases, annual report and other information can be accessed through the Company's home page, www.vfc.com.

Cautionary Statement Regarding Forward-Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to those described in Item 1A in Kohl's Annual Report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

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