



FOR IMMEDIATE RELEASE

Contacts: Vicki Shamion, Kohl's
Vice President of Public Relations
Office: 262.703.1464
Vicki.shamion@kohls.com

Nicole Perez, Rogers & Cowan
Office: 310.854.8150
nperez@rogersandcowan.com

**KOHL'S AND *THE HILLS* STAR LAUREN CONRAD
ANNOUNCE EXCLUSIVE LIFESTYLE BRAND**

New LC Lauren Conrad collection offers chic, contemporary style at an incredible value

MENOMONEE FALLS, Wis., April 22, 2009 – Kohl's Corporation (NYSE:KSS) today announced the exclusive launch of LC Lauren Conrad, a contemporary lifestyle brand that will launch in the women's department in approximately 300 Kohl's stores and Kohls.com this October. The brand is ultimately planned to expand to all stores nationwide.

Licensed under a long-term agreement by Blue Eyed Girl, Inc., Kohl's will be the exclusive U.S. retailer of all LC Lauren Conrad merchandise. At launch the brand will consist of apparel and may expand into additional categories such as footwear, jewelry, handbags, intimates and sleepwear. Retail prices will range from \$20 to \$60.

The launch of LC Lauren Conrad builds on Kohl's private and exclusive brand strategy, which has been well received by customers and accounted for nearly 42 percent of total sales in 2008.

"We are very excited to announce our partnership with Lauren Conrad, a pop culture icon whose style resonates with our contemporary customer," said Don Brennan, senior executive vice president of Kohl's Department Stores. "We are confident the LC Lauren Conrad collection brings customers both the contemporary style and the world-class brands they want at a price that delivers incredible value."

Under the agreement, Conrad and Kohl's will collaborate on the design of the brand. Kohl's will lead the manufacturing, production, distribution and marketing of the collection. Conrad's image and likeness is also expected to be leveraged throughout integrated marketing vehicles, including national advertising, in store graphics, online and digital media, direct mail and public relations.

"Partnering with a successful national retailer like Kohl's supports my mission to make great clothing accessible to young women everywhere," said Lauren Conrad. "The collection is a reflection of my personal style and will offer fresh, California Casual designs at an affordable price."

Grounded in extensive customer research, Conrad has high awareness and fashion credibility among young contemporary customers. Best known as the star of her hit reality series *The Hills*, Conrad began her fashion career as an intern at *Teen Vogue* and attended the Fashion Institute of Design and Merchandising in Los Angeles.

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. By the end of April, Kohl's will operate 1,022 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$126 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic 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.

About Lauren Conrad

Born and raised in Laguna Beach, California, Lauren Conrad has grown up in the public eye as the star of MTV's LAGUNA BEACH and her spin-off series, THE HILLS which in its fifth season is the number one show on MTV and rates as one of the top shows across all of the cable networks . In 2007 Lauren launched her first clothing line Lauren Conrad Collection. The line, currently in over 500 boutiques across the country plans to expand overseas by 2010. In 2009 Lauren added "author" to her resume signing a three book deal with Harper Collins. The first novel, "L.A. Candy" will be available in book stores on June 16th. In 2007 Lauren became the first ever spokesperson for mark. cosmetics appearing in ad campaigns and mark.'s online magazine. She has also been a guest designer for Linea Pelle Leather goods and has had endorsement deals with Hasboro, AT&T and Sony. Lauren has made appearances on talk shows such as the Tonight Show with Jay Leno, Late Night with David Letterman, Jimmy Kimmel Live, Tyra Banks Show, Live with Regis and Kelly, and Rachel Ray. She has also been seen in numerous publications such as USA Today, The Wall Street Journal and Forbes as one of the top 100 celebrities and has graced the covers of Cosmopolitan, SHAPE Magazine, Rollingstone, Teen Vogue, Seventeen Magazine and CosmoGIRL!

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, including guidance on the Company's targeted sales and earnings. 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 on Exhibit 99.1 to 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.

###