



## FOR IMMEDIATE RELEASE

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## **Kohl's and Curious George® Go Bananas to Help Kids!** *Kohl's offers Curious George books and plush at a great value*

MENOMONEE FALLS, Wis., October 2, 2008— [Kohl's Corporation](#) (NYSE:KSS) and [Curious George](#)® are monkeying around *and* helping kids this fall. For a limited time, Kohl's is offering exclusive editions of "Curious George at the Aquarium," "Curious George and the Firefighters," "Curious George Feeds the Animals," and "Merry Christmas Curious George" – for only \$5 each. Exclusive coordinating plush are also available for \$5 each. The books and plush benefit children's initiatives nationwide through the [Kohl's Cares for Kids](#)® program.

This little monkey with a curiosity for learning first appeared on bookshelves in 1941 and remains a kids' favorite today. Created by H.A. and Margret Rey, these famed books have sold more than 40 million copies and captured the hearts and minds of readers worldwide. These classic story books and plush make great gifts for the holidays and are only available at Kohl's through December.

"Curious George is one of the most beloved and recognizable characters in children's literature, teaching children to always share, care and help one another," said Julie Gardner, executive vice president and chief marketing officer of Kohl's Department Stores. "Kohl's is pleased to offer these playful books and plush at a value our customers can appreciate now and throughout the Christmas season. They can also feel good knowing that their purchase is benefiting children nationwide."

At Kohl's, 100 percent of the net profits from sales of the Curious George books and plush will benefit children's health and education initiatives nationwide. Since the Kohl's Care for Kids program's inception in 2000, Kohl's has turned \$5 merchandise into more than \$102 million for children's initiatives nationwide.

In addition to the merchandise program, Kohl's Cares for Kids features the Kohl's Kids Who Care® Scholarship Program, which recognized young volunteers with more than \$300,000 in scholarships and prizes this year; the A-Team Program, which encourages associate volunteerism and provided more than \$3.2 million in grants to youth-focused nonprofit organizations in 2007 alone; and fundraising gift cards for schools and youth-serving organizations. For more information, visit [www.kohlscorporation.com](http://www.kohlscorporation.com).

The next Kohl's Cares for Kids program will hit stores and Kohl's.com nationwide at the end of December 2008.

### **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 November, Kohl's will operate 1,004 stores in 48 states. A company committed to the communities it serves; Kohl's has raised more than \$102 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program. For a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

### **About Curious George**

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