

FOR IMMEDIATE RELEASE

Contacts:

Jen Johnson, Kohl's (262) 703-5241 or jen.johnson@kohls.com

Sydney Hofer, Kohl's (262) 703-2242 or sydney.hofer@kohls.com

KOHL'S DEPARTMENT STORES AND AMERICAN CANCER SOCIETY CELEBRATE A WORLD WITH LESS BREAST CANCER AND "MORE BIRTHDAYS"

Company to Host "Pink" Birthday Celebration at 2011 "Making Strides Against Breast Cancer" Walk

MENOMONEE FALLS, Wis., April 27, 2011 – [Kohl's Department Stores](#) (NYSE: KSS) announced today that in celebration of life, survival, and a world with less breast cancer and "More Birthdays," the company will throw a birthday celebration at the 2011 American Cancer Society "Making Strides Against Breast Cancer" walk, May 7, 2011, on Milwaukee's lakefront. Decorated with thousands of pink cupcakes, balloons and stacks of presents, the celebration represents the company's greater commitment to the fight against breast cancer. In 2010, Kohl's philanthropic program, Kohl's Cares, announced a nearly \$5 million donation to the American Cancer Society's Midwest Division.

"At Kohl's, we are committed to supporting all of the local communities we serve by supporting kids health and education initiatives nationwide. Here in Wisconsin, in addition to our children's programs, Kohl's supports women's causes and is extraordinarily proud of its partnership with the American Cancer Society's Midwest Division, as we work together to support the fight against breast cancer," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Breast cancer is the most common cancer among women in Wisconsin, and as a company, we are passionate about making a true difference in the lives of our associates, daughters, sisters, mothers and friends."

"We are honored to have Kohl's join the American Cancer Society to help create a world with less breast cancer and more birthdays," said Jari Johnston-Allen, chief executive officer, American Cancer Society, Midwest Division. "Through our partnership with Kohl's, we have reached more than 5,600 women in southeast Wisconsin with life-saving breast health information and more than 500 breast cancer patients have received support and resources when they are needed most- after diagnosis."

In addition to this contribution, Kohl's offers its Kohl's Cares women's cause merchandise, a series of exclusively-designed products to support the fight against breast cancer. The latest Kohl's Cares® women's cause merchandise comes from Kohl's exclusive Food Network™ collection and is available in Kohl's 40 Wisconsin stores and online at www.Kohls.com, with 100 percent of net profits supporting the fight against breast cancer.

This women's health philanthropic initiative builds upon Kohl's long history of charitable involvement in the communities it serves. Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$38 million to support charitable initiatives in the metro-Milwaukee area. Also, during the past 11 years, the company's Kohl's Cares kids cause merchandise program, which sells plush toys and books, has raised more than \$180 million to benefit children's health and education initiatives nationwide. For more information on Kohl's philanthropic efforts, 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



expect **great** things

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. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

American Cancer Society

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end cancer for good. As a global grassroots force of three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping you stay well by preventing cancer or detecting it early, helping you get well by being there for you during and after a diagnosis, by finding cures through groundbreaking discovery and fighting back through public policy. As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 billion, we turn what we know about cancer into what we do. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

#