



FOR IMMEDIATE RELEASE

Contacts: Vicki Shamion, Kohl's
Senior Vice President of Public Relations
Ph: 262-703-1464
vicki.shamion@kohls.com

Irika Slavin, Food Network
Vice President of Public Relations
Ph: 212.401.2420
islavin@foodnetwork.com

Kohl's Department Stores Renews Exclusive Partnership With Bobby Flay

MENOMONEE FALLS, Wis., – May 25, 2011 – Kohl's Department Stores (NYSE:KSS) today announced plans to renew its exclusive Bobby Flay partnership of home and grill products under a long-term license agreement with Bobby Flay. The current merchandise assortment will expand to include more product offerings, which will be available in Kohl's stores nationwide and Kohls.com beginning February 2012.

The renewal of the Bobby Flay partnership continues to build on Kohl's successful exclusive and private brand strategy, which accounted for 48 percent of total sales in 2010 and has demonstrated strong, consistent growth over the last several years.

"We are pleased to announce the renewal of our partnership with Bobby Flay and expand the Bobby Flay collection, said Don Brennan, Kohl's chief merchandising officer. "The line has been a strong performer in the home category and continues to deliver on our commitment to offer world-class brands at an incredible value and differentiate Kohl's in the marketplace."

"People stop me all over the country and always ask for my kitchen secrets outside of the restaurant, so having a product line available at Kohl's that I stand behind, allows me to share those helpful tips and techniques with the home cook," says Bobby Flay.

The Bobby Flay collection, which initially launched in 2008, will continue to carry the same product categories as before but will increase the volume of merchandise available under the brand, including a variety of housewares, such as dinnerware and serveware; flatware; drinkware; kitchen gadgets and utensils; grilling tools and cutlery; cookware and bakeware; food storage; kitchen textiles and table linens.

A critically acclaimed chef, restaurateur, best-selling cookbook author and Emmy award-winning television personality, Bobby Flay has been a staple on Food Network for 15 years. He can next be seen on his new Food Network series, "Bobby's Barbecue Addiction," and as returning host on the network's #1 show, "Food Network Star," while continually appearing in "Iron Chef America" and on Cooking Channel's "Brunch With Bobby."

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.

###