



FOR IMMEDIATE RELEASE

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Kohl's Department Stores Announce Partnership with Narciso Rodriguez

DesigNation, a Limited-Edition Collection Platform, Features Designers' Aesthetic Influenced by International Destinations

Rodriguez's Istanbul-Inspired DesigNation Collection Available at Kohl's and Kohls.com in November 2012

MENOMONEE FALLS, Wis., June 20, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) today announced a partnership with Narciso Rodriguez, who will be the first designer for the retailer's new limited-edition collection concept called DesigNation featuring fashions based on international inspiration from different premier designers. The launch DesigNation collection will draw creative influence from Rodriguez's trip to Istanbul, Turkey earlier this year. It will be available exclusively at Kohl's and Kohls.com beginning in early-November 2012.

Kohl's will launch multiple DesigNation collections throughout the year. Each collection will feature a different designer, marrying his or her aesthetic with influence from various international destinations.

"Kohl's has a long-standing history of successful and innovative long-term partnerships for both exclusive and national brands such as Simply Vera Vera Wang, Jennifer Lopez, Cuisinart and Levi's," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "Additionally, we are pleased to offer our customers more fashion options through the DesigNation concept. We are confident that the Narciso Rodriguez collection will resonate with consumers nationwide and continue to position Kohl's as a style destination."

Rodriguez's DesigNation collection for Kohl's will feature misses apparel including outerwear, dresses, skirts, pants and shirts. Retail prices for the collection will range from \$30 to \$150. The collection will be available from November through December 2012.

"In Istanbul, I found beauty in colors, textures and patterns, but also in the nuances of the city; the patina on the walls, the color of the stone and the way people moved..." said Rodriguez. "I am excited to partner with Kohl's to bring this DesigNation collection to life and provide women with beautiful clothing at an accessible price."

About Narciso Rodriguez

Narciso Rodriguez, the designer who has redefined American style in the last two decades, plays a singular role in global fashion and has been the recipient of three CFDA Awards. Rodriguez has been named one of the "25 Most Influential Hispanics in America" by Time Magazine and won the Fashion Icon Award from the Pratt Institute, among many other honors. Narciso Rodriguez has dressed many celebrities for the Red

Carpet and has maintained longstanding personal relationships with actresses including Sarah Jessica Parker, Claire Danes, Julianna Margulies and Rachel Weisz. On election night, November 4, 2008, Rodriguez became part of American history when First Lady Michelle Obama chose to wear a dress from the designer's Spring 2009 collection to celebrate President Barack Obama's triumphant victory. Rodriguez incorporates a simple, sophisticated sensibility: he makes modern classic clothing that functions both practically and aesthetically.

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 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 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, or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

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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