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Brown Bears and Kangaroos are Coming to Kohl's this Spring

Exclusive Eric Carle Collection with Kohl's Cares[®] supports children's health and education initiatives nationwide

MENOMONEE FALLS, Wis., January 19, 2012 – [Kohl's Department Stores](http://www.kohls.com) (NYSE: KSS) is featuring classic stories from legendary children's author and illustrator Eric Carle through the Kohl's Cares[®] cause merchandise program. Now through the end of April, kids can enjoy Carle's popular books *Brown Bear, Brown Bear, What Do You See?* (written by Bill Martin Jr), *10 Little Rubber Ducks*, *The Very Busy Spider* and *Does a Kangaroo Have a Mother, Too?*, which are available for just \$5 each through the Kohl's Cares cause merchandise program. While they read, youngsters can cuddle up with a coordinating plush toy, also available for just \$5 each. Through the Kohl's Cares program, 100 percent of the net profit from the sale of these items benefits children's health and education initiatives nationwide. All items are available for just \$5 each at all Kohl's stores nationwide and online at www.Kohls.com.

"Eric Carle's books are beloved by parents and children alike, and we are proud to once again offer these books as part of our Kohl's Cares collection" said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Thanks to the support of our customers, the Kohl's Cares program has raised more than \$180 million over the past 10 years, making a positive impact on the lives of children in communities nationwide."

The books feature Eric Carle's renowned characters and colorful illustrations. From the bold, contrasting colors to an array of animals, each book inspires imagination while taking the child on a path of discovery and visual delight.

"The Kohl's Cares program is a wonderful way to encourage children to read and to help support programs that give back," said Eric Carle. "I'm thrilled that my books will be included and I hope the pictures and stories will entertain, delight, comfort and soothe each child who reads and shares these books."



Kohl's Cares Cause Merchandise for Kids

- ***Brown Bear, Brown Bear, What Do You See?*** – On each page, your child will meet a new animal through a rhyme about animals and colors.
- ***10 Little Rubber Ducks*** – Take your child on a voyage of discovery while following 10 little ducks around the world and learning how to count.
- ***The Very Busy Spider*** – While watching a spider weave her web, your child will learn about work and farm animal sounds as each animal tempts her to play.



- *Does a Kangaroo Have a Mother, Too?* – Read aloud with your child in this question-and-answer format and learn about animal mothers and their babies.

Kohl's Cares Cause Merchandise for Parents

Kohl's Cares has a tasty and thoughtful treat for adults, as well. This season, the cookbook *Crazy About Cookies* by Krystina Castella and a set of 15 Eric Carle all occasion note cards will also be featured for just \$5 each. The cookbook features recipes for delicious cookies that will be the highlight of any party, while the note cards featuring Eric Carle's iconic illustrations are blank inside, making them perfect for any occasion.

In addition to the merchandise program, Kohl's Cares features the Kohl's Cares Scholarship Program, which last year recognized more than 2,100 young volunteers with a total of \$410,000 in scholarships and prizes; the Associates in Action program, which encourages associate volunteerism and provided more than \$10 million in grants last year to youth-focused nonprofit organizations and fundraising gift cards for schools and youth-serving organizations. For more information, 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 leadership, Kohl's operates 1,127 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.

About The World of Eric Carle™

The World of Eric Carle™ is a design-driven licensing and merchandising program based on the beloved picture books by Eric Carle, best known for the children's classic *The Very Hungry Caterpillar*. A prolific author and artist, Eric Carle has written and illustrated more than seventy books which have sold over 103 million copies worldwide. Like his books, The World of Eric Carle™ brand draws upon Eric Carle's lessons in creativity, discovery, play and development. Licensing and merchandising programs are ongoing in the US, UK, Germany, Australia and Japan. Plans for 2011 include expanding into France and Korea.

For more information about Eric Carle visit www.Eric-Carle.com. The Joester Loria Group, a full-service licensing and marketing agency, represents The World of Eric Carle™ for licensing worldwide.