



FOR IMMEDIATE RELEASE

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NARCISO RODRIGUEZ FOR DESIGNATION LAUNCHES NOVEMBER 7 AT KOHL'S DEPARTMENT STORES

*On November 7 at 7am consumers nationwide can purchase the premiere collection at Kohl's stores and Kohls.com
For added convenience and selection, more than 30 exclusive styles to be available only on Kohls.com*

MENOMONEE FALLS, Wis., November 5, 2012 (BUSINESS WIRE) – Kohl's Department Stores (NYSE: KSS) today announced the Narciso Rodriguez for DesignNation collection will be available nationwide on November 7 at 7 a.m. The limited edition, limited time collection is the first in the company's DesignNation concept which features fashions from premier designers based on international destinations. Inspired by a trip to Istanbul, the Narciso Rodriguez collection melds the designer's simple, sophisticated esthetic with the vibrancy of the Turkish culture, creating a collection that epitomizes exceptional design at incredible value.

The contemporary collection of rich fabrics, bold prints and chic silhouettes will feature misses' outerwear, dresses, skirts, pants and shirts with retail prices ranging from \$30 to \$150. To give consumers even more options, the company is launching more than 30 exclusive styles and colors that will be available only on Kohls.com.

"Kohl's is thrilled to launch the first DesignNation collection this holiday season, giving our consumers even more access to world-class designer fashions at a price point they can afford," said Don Brennan, Kohl's chief merchandising officer. "Narciso Rodriguez for DesignNation delivers extraordinary quality, design and selection. With more than 100 pieces in the collection, our customers will have an unbelievable selection to choose from just in time for holiday."

"While my inspiration was drawn from the ancient and historic city of Istanbul, the collection is designed for today's modern woman," said Narciso Rodriguez. "Kohl's DesignNation has given me the opportunity to deliver beautiful, quality clothing to women at a true value. It is exhilarating to see the collection come to life."

The Narciso Rodriguez for DesignNation launch is supported with an integrated advertising and marketing campaign that spans across print, broadcast, digital and social media. To celebrate with consumers nationwide, Kohl's launched the "Pin Your Dream Looks" app, offering Facebook fans an opportunity to win a weekly \$100 Kohl's gift card by selecting their favorite collection looks on Pinterest through November 15. For complete details and Official Rules, please visit <http://oak.ctx.ly/r/14he>. In addition, the collection will be prominently featured in the misses department with branded creative.

Kohl's second DesignNation collection will feature fashions from Derek Lam who will draw creative influence from his trip to Rio de Janeiro, Brazil. The collection, featuring misses' apparel and swimwear, will be available nationwide in April 2013 exclusively at Kohl's and Kohls.com. Kohl's will launch multiple DesignNation collections annually featuring a different world-class designer, and marrying his or her aesthetic with influence from select international destinations.

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 1,146 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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