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Kohl's Department Stores Reveals 'Shop to Win' Campaign Featuring World-Class Athletes Dara Torres, Mia Hamm and Lindsey Vonn

Integrated Marketing Campaign Demonstrates the Thrill of Shopping and Saving

MENOMONEE FALLS, Wis., March 19, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) today announced its spring integrated marketing campaign, featuring three iconic female athletes: Dara Torres (swimming), Mia Hamm (soccer) and Lindsey Vonn (skiing). Debuting on March 19, the new campaign titled "Shop to Win," follows each of the athletes as they experience Kohl's extensive fashion assortment, world-class brands and incredible value. It is the first time Kohl's has used national athletes in its marketing efforts.

The integrated campaign targets women who are budget conscious but looking for quality and style, and is featured across multiple mediums including digital and social media, Kohls.com, television, radio and public relations. The campaign embodies the emotions an athlete feels during competition – the surge of adrenaline, the thrill of victory and the rush of accomplishment, and parallels that to the excitement of being a savvy customer and finding the best deals on fashion solutions for the entire family.

"We are excited to launch the spring "Shop to Win" marketing campaign, featuring three world-class female athletes," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The campaign depicts shopping as a sport and captures the emotion felt when women search for, and find, great deals for themselves and their families. We are confident this will resonate with women who are seeking great style at a great value."

Torres, Hamm and Vonn were shot for their own unique haul videos during recent shopping trips. In these videos, each woman is filmed in several departments throughout the store and showcases her favorite items and the great deals she found. The videos are available at <http://www.facebook.com/kohls> beginning March 27.

The athletes' haul videos serve as an introduction for customers nationwide to create their own haul videos or photos and post them to Kohl's Facebook page at <http://www.facebook.com/kohls> from March 27 – May 8. Consumers can participate in one of two ways: upload their haul videos for a chance to win a prize or vote on other uploaded haul videos. Each week of the promotion, five winners will receive a \$500 Kohl's gift card.

About the Athletes

Torres is an American swimmer. She broke her first national record at age 12. At the University of Florida, she earned the maximum of 28 possible NCAA All-American swimming awards. She has won 14 national championships. Torres is a twelve-time Olympic medalist and the first U.S. swimmer to compete in five Olympic Games.

Hamm is a retired American soccer player. She scored more international goals in her career than any other player, male or female, in the history of U.S. soccer. She was on the women's national team from 1987-2004, during which Team USA won gold at the 2004 Summer Olympics. She was inducted into the National Soccer Hall of Fame in 2007.

Vonn is an American alpine ski racer on the U.S. Ski Team. She has won four World Cup championships, and is only one of two women to have done so. In the 2010 Winter Olympics, she became the first American woman to win the gold medal in downhill skiing. Vonn has also won five consecutive World Cup season titles in downhill, and she is one of only five women to have won World Cup races in all five disciplines of alpine skiing.

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>.

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