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Madden Girl Collection Launches Nationwide at Kohl's

Line of cold weather boots, accessories and outerwear available October 15 at Kohl's stores and on Kohls.com

MENOMONEE FALLS, Wis., October 1, 2015 – Kohl's (NYSE: KSS) today announced Madden Girl® fashion, cold weather boots, accessories and outerwear will be available October 15 in Kohl's stores and on Kohls.com. The assortment will include the brand's cold weather boots as well as exclusive designs for the fall season. Only at Kohl's styles include a red fleece jacket, puffer vest, and assorted hats, ruanas, earmuffs and scarves.

"Kohl's is thrilled to be launching this highly relevant, fashion-forward lifestyle brand," says Michelle Gass, Kohl's chief merchandising and customer officer. "It will strengthen our ability to speak to millennial audiences with a product mixture of boots, outerwear and accessories and help to position Kohl's as a destination for on-trend clothing and accessories."

The line's fashionable, affordable and cozy boots, ranging from \$59.99 to \$99.99, includes fringed wedge, duck, puffer and combat styles in the season's pallet of neutral colors and plaids. Stylish cold weather accessories, priced from \$26 to \$78 include knit scarves, floppy and fedora hats, earmuffs and printed ruanas. With all outerwear under \$120, customers will be able to find pretty parkas, military and fleece jackets, puffers and faux-fur vests to match every occasion and style personality.

A comprehensive social media campaign for Madden Girl kicks off with a curated Winter Lookbook featuring personalized, styled looks by top influencers and social media stars. Throughout the campaign, popular YouTubers will show their Madden Girl style by incorporating key pieces from the collection into their web series. The launch of Madden Girl at Kohl's will also be supported by an omnichannel marketing campaign that includes comprehensive print, broadcast and digital advertising.

Product will be available for purchase in stores and at Kohls.com/MaddenGirl on October 15.

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with 1,166 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at Kohls.com and via mobile devices. Committed to its communities, Kohl's has raised more than \$274 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 additional information about Kohl's philanthropic and environmental initiatives, visit www.Kohls.com/Cares. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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About Steve Madden

Steve Madden designs, sources and markets fashion-forward footwear and accessories for women, men and children. In addition to marketing products under its own brands including [Steve Madden®](#), [Dolce Vita®](#), [Betsey Johnson®](#), [Report®](#), [Big Buddha®](#), [Brian Atwood®](#), [Cejon®](#), [Blondo®](#) and [Mad Love®](#), Steve Madden is the licensee of various brands, including [Superga®](#) for footwear in North America. Steve Madden also designs and sources products under private label brand names for various retailers. Steve Madden's wholesale distribution includes department stores, specialty stores, luxury retailers, national chains and mass merchants. Steve Madden also operates 161 retail stores (including Steve Madden's four Internet stores). Steve Madden licenses certain of its brands to third parties for the marketing and sale of certain products, including for ready-to-wear, outerwear, intimate apparel, eyewear, hosiery, jewelry, fragrance, luggage and bedding and bath products. For local store information and the latest Steve Madden booties, pumps, men's and women's boots, dress shoes, sandals and more, visit <http://www.stevemadden.com/>

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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