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**Contact:**

Elizabeth DeLuca, 262.703.7759 or [elizabeth.deluca@kohls.com](mailto:elizabeth.deluca@kohls.com)

Mary Ann Campbell 262.703.7692 or [maryann.campbell@kohls.com](mailto:maryann.campbell@kohls.com)

## **"Kung Fu Panda" Characters Kick into Kohl's for a Limited Time**

*Kohl's Cares for Kids® and DreamWorks Animation team up to benefit children's health and education nationwide*

MENOMONEE FALLS, Wis., May 6, 2008 – Through the Kohl's Cares for Kids® philanthropic program, fans of DreamWorks Animation SKG, Inc.'s (NYSE: DWA) "Kung Fu Panda" can share the exciting and heartwarming tale again and again. Now through June, Kohl's will offer the "Kung Fu Panda" movie storybook and three corresponding plush characters for just \$5 each to benefit children's initiatives.

Based on the DreamWorks Animation film that comes to theaters on June 6<sup>th</sup>, the "Kung Fu Panda" book will teach children that sometimes the most unlikely person can be a hero and if you believe in your dreams, you can achieve them. The movie and corresponding storybook feature Po, an enthusiastic panda who dreams of becoming a kung fu master like his idols, the legendary Furious Five. Po learns kung fu and uses his new skills to defend the Valley of Peace and turn his dreams into reality.

"'Kung Fu Panda' is a funny and heartwarming story that demonstrates how dreams can become reality, which is a lesson we've learned firsthand through Kohl's Cares for Kids," said Julie Gardner, executive vice president and chief marketing officer of Kohl's Department Stores. "By donating 100 percent of the Kohl's Cares for Kids net profits, Kohl's has been able to achieve amazing things for kids nationwide."

At Kohl's, 100 percent of the net profits from sales of the storybook and plush Po, Shifu, and Tigress characters will benefit children's health and education nationwide. Since its inception in 2000, Kohl's Cares for Kids has offered more than 60 limited-time-offer books and raised more than \$102 million for children's initiatives.

"We are thrilled to partner with Kohl's on the Kohl's Cares for Kids program," stated Kerry Phelan, head of worldwide consumer products for DreamWorks Animation. "The products are a great way for parents to bring the fun of "Kung Fu Panda" home while helping to support a worthwhile cause at the same time."

In addition to the merchandise program, Kohl's Cares for Kids features the Kohl's Kids Who Care® Scholarship Program, which will recognize young volunteers with more than \$300,000 in scholarships and prizes this year; the A-Team Program, which encourages associate volunteerism and provides grants to youth-focused nonprofit organizations; and fundraising gift cards for schools and youth-serving organizations. For more information, visit [www.kohlscorporation.com](http://www.kohlscorporation.com).

### **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. Kohl's operates 957 stores in 47 states and will celebrate the opening of its 1,000<sup>th</sup> store in the fall of 2008. A company committed to the communities it serves, Kohl's has raised more than \$102 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program. For a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

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