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Kohl's Shoppers Can Count on Tremendous After Thanksgiving Day Savings – Deals and Hours Posted to Kohls.com November 22

Kohls.com Offers New Shopping Strategy Tool November 22

MENOMONEE FALLS, Wis., November 19, 2009 – Kohl's Department Stores (NYSE: KSS) today revealed incredible After Thanksgiving Day deals to continue to help customers in a tough economy stretch their budget and make every gift count this holiday. As the smartest place to shop for the season, Kohl's brings After Thanksgiving Day customers additional value through stackable savings opportunities such as special deals during special hours, Kohl's Charge Card discounts and the opportunity to earn Kohl's Cash. On Nov. 22, Kohl's customers can begin planning their shopping strategy at kohls.com which will post the company's After Thanksgiving Day print ad and reveal more than 300 Early Bird specials.

New this year, from Nov. 22 to 27, Kohl's After Thanksgiving Day shoppers can conveniently plan their purchases at kohls.com using the company's shopping strategy tool. Users will be able to create and print a customized in-store shopping list complete with item imagery and pricing, making comparison shopping easy. Regardless of their shopping strategy, all Kohl's customers can shop with confidence knowing their purchases are backed by the company's industry-leading, hassle-free return policy.

"Value is essential to consumers this season, and Kohl's has responded by bringing shoppers more value than ever before with an After Thanksgiving Day line-up of incredible savings opportunities, great brands, shopper conveniences and industry-leading policies," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "As we bring customers multiple ways to save on thoughtful gifts – and an unbeatable return policy – we're confident Kohl's will be the After Thanksgiving Day destination of choice for smart shoppers seeking tremendous value."

Kohl's After Thanksgiving Day Sales begin Nov. 27, 4 a.m. – Make Every Minute Count

On Friday, Nov. 27, Kohl's stores nationwide will open their doors, like last year, from 4 a.m. until midnight offering shoppers additional hours to gain incredible savings on the season's most thoughtful gifts. From 4 a.m. to 1 p.m., Early Bird shoppers will find more than 300 savings offers both online and in store on items such as:

- $69.99 – 7" portable LCD TV from Digital Labs (after redemption of $20 Visa prepaid card by mail), reg. $199.99
- 50 to 60 percent off entire stock apt. 9 sportswear for misses, petites and women
  - $34.99 – apt. 9 cashmere sweaters for misses, orig. $100
- 50 percent off entire stock Fisher-Price, Playskool, Barbie, Littlest Pet Shop, Hot Wheels, Matchbox, Tonka, Little Tikes, Crayola and Play-Doh toys.

    - $3.99 ea. – Milton Bradley games: Candyland, Chutes and Ladders, Hi Ho! Cherry-O, Cootie and Memory, reg. $9.99 ea.

- 40 to 80 percent off select kitchen electrics after rebate
    - $9.99 – George Foreman Lean Mean grill (after $10 mail-in rebate), reg. $39.99

- 55 to 60 percent off; plus, take an extra 20 percent select styles fine and sterling silver jewelry
    - $99.99 – 22.55 ct. T.W. genuine gemstone and diamond accent bracelet 18k gold over sterling silver, reg. $400 ea.

Stackable savings opportunities include:

- More than 300 Early Bird specials
- Redeem Pick-Your-Day Savings Offer: Through Nov. 29, Kohl's Charge Card customers can enjoy additional savings in store or online on the day of their choice – it's like creating your very own sale day
- Kohl's Cash: Earn $10 in Kohl's Cash coupons for every $50 spent in store or online – it's like getting paid to shop
- There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts
- All Kohl's purchases are backed by the company's industry-leading, hassle-free return policy so customers can shop with confidence

On Sat., Nov. 28, Kohl's stores will be open from 6 a.m. to midnight. Shoppers will continue to enjoy exceptional values and stackable savings opportunities.

"Consumers are expecting more savings from retailers this holiday season, and at Kohl's we're not just setting the bar on After Thanksgiving Day shopping – we're raising it," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Kohls.com offers a new planning tool to help customers map out their After Thanksgiving Day shopping strategy while Early Bird specials, Kohl's Charge Card discounts and Kohl's Cash provide incredible value. As shoppers become more planned in their purchases, we're using a variety of mediums to showcase these savings tools and highlight why Kohl's is the smartest shopping destination for After Thanksgiving Day sales and throughout the holiday season."

After Thanksgiving Day Marketing and Media Support

Kohl's will support its After Thanksgiving Day sales through aggressive marketing, including broadcast, online and print advertising, enhancements to kohls.com, direct mail, e-mail outreach and public relations. The company continues its holiday marketing strategy of taking advantage of current media marketplace conditions to leverage mediums with a high return on investment such as radio, digital and direct mail.

Television and Radio

Comparable to last year, television and radio spots to promote Kohl's After Thanksgiving Day offerings begin Nov. 23, but new this year, Kohl's will become more aggressive in its radio support in top markets the week of Thanksgiving. Kohl's radio efforts will again include DJ integration with popular national radio personalities like John Tesh, Lia, Ryan Seacrest and Billy Bush.

Online and Print Advertising – New Tool to Help Customers Shop Smart at Kohls.com

On Sunday, Nov. 22, Kohl's After Thanksgiving Day sale becomes the dominant theme of kohls.com. Visitors to the website can preview more than 300 After Thanksgiving Day offers and map out their shopping strategy by using a new interactive tool to build a customized list – with product images and pricing – that can be printed for shopper convenience and easy comparative shopping. Kohls.com will also feature the company's entire After Thanksgiving Day Sale ad, with 48 pages of Early Bird incredible savings

opportunities – nine more pages of Early Bird specials than last year. The print ad is not scheduled to run in newspapers until Thanksgiving Day, Nov. 26.

On Nov. 24, Kohl's will drive traffic to Kohls.com with an advertising roadblock on AOL, MSN and Yahoo! Kohl's will also use its Facebook page to promote After Thanksgiving Day sale efforts.

Direct Mail

Continuing to provide customers with stackable savings throughout the season, Kohl's Charge Card customers will receive a Pick-Your-Day offer to use in store or online from Nov. 19 to 29.

The More You Know, The More You Kohl's

In addition to offering shoppers tremendous After Thanksgiving Day savings, Kohl's brings back its '25 Deals of Christmas' program which debuted last year, offering 25 incredible values on can't-miss gifts like toys, appliances, electronics and jewelry during the days leading up to Christmas. Beginning Dec. 1 and running through Dec. 19, compelling and aggressively priced items will be advertised to Kohl's customers via e-mail and the company's Facebook page. The featured items will be available for that day only with pricing exclusive to kohls.com.

Examples of featured items include:

- Dec. 3: $99.99 selected ¼ - ct. T.W. diamond jewelry, reg. $375
- Dec. 7: 50% off selected Fisher-Price toys, reg. $3.99 to $39.99
- Dec. 15: $89.99 Norelco 8251XL razor, reg. $149.99
  75% off selected pearl jewelry sets, reg. $50 and $150
- Dec. 17: $4.99 entire stock Croft & Barrow 3-pc. hat sets for her, orig. $22
  60% off selected Free Country and ZeroXposur jackets for men, orig. $100

To complement the '25 Deals of Christmas' program, a variety of online-only special deals will provide extra value for customers hunting for thoughtful gifts at specific price points. Throughout the season, Kohl's will continue to periodically feature special online-only offers including additional savings on sought-after gifts and shipping deals.

In addition to stretching their budget all season long, Kohl's shoppers can take advantage of the company's key differentiators which include:

- Stackable Savings Opportunities: Kohl's provides customers with countless opportunities to save such as special deals during special hours like Night Owls and Early Birds, Bonus Buys, Pick-Your-Day sales (Kohl's Charge Card offers) and Kohl's Cash. Every Kohl's receipt always shows customers how much they saved.
- A No-Exclusions Approach to Savings: There are no brand exclusions when using offers like Kohl's Cash or Kohl's Charge Card discounts. In addition, customers can layer on these discounts and maximize savings during special promotions and sale hours.
- An Industry-Leading, Hassle-Free Return Policy: Customers can shop with confidence knowing they can return any item, anytime, for a full refund with a receipt. Customers without a receipt will get a merchandise credit good toward anything in the store.
- Kohl's Cash: During Kohl's Cash events, shoppers will receive $10 in Kohl's Cash for every $50 spent in store or online to use during an in-store future shopping trip - it's like getting paid to shop. As compared to last holiday season, Kohl's offers nine more days to earn and 19 more days to redeem Kohl's Cash.
- Only-at-Kohl's Brands: Kohl's powerful brand portfolio includes quality private and exclusive brands at exceptional values such as Simply Vera Vera Wang, Dana Buchman, ELLE, LC Lauren Conrad,

Tony Hawk, apt. 9, Candie's, Jumping Beans, SONOMA life + style, Croft & Barrow, Abbey Dawn by Avril Lavigne, Food Network and more.

- Extended Shopping Hours: Kohl's opens early and closes late during key sales events throughout the season so shoppers can take advantage of great in-store savings when it's most convenient.

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, including guidance on the Company's targeted sales and earnings. 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.

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. Kohl's operates 1,059 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than $126 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic 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.

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