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Kohl's Cooks Up Summer Reading Fun With Max The Duck

Take \$5 to the Max with Kohl's Cares for Kids® books and coordinating plush toys that benefit children's health and education initiatives

MENOMONEE FALLS, Wis., May 5, 2009 – “Duck at the Door” and “Duck Soup” by *New York Times* best-selling author/illustrator Jackie Urbanovic will be available for a limited time through the Kohl's Cares for Kids® program beginning May 3, 2009. The books and exclusive coordinating plush toys are available for just \$5 each at more than 1,000 Kohl's stores nationwide and online at Kohls.com, with 100 percent of the net profits benefiting children's health and education initiatives nationwide. Since the Kohl's Cares for Kids® program's inception in 2000, Kohl's Corporation (NYSE:KSS) has turned \$5 merchandise into more than \$126 million that has made a difference in the lives of children.

“Duck at the Door” and “Duck Soup” center around a lively group of animal friends, including a duck named Max who has a penchant for cooking, and Brody, a St. Bernard who becomes Max's closest pal. The stories emphasize creativity, compassion, and friendship. Urbanovic's clever stories mixed with colorful illustrations make the books fun for kids and parents alike.

“These books are the secret ingredients for summer reading fun. The story of Max and Brody's friendship will inspire a love of reading in kids,” said Julie Gardner, executive vice president and chief marketing officer of Kohl's Department Stores. “At just \$5 each, the books and coordinating plush toys are a great value for our customers and a great illustration of our commitment at Kohl's to give back to the communities we serve by donating 100 percent of the proceeds to children's health and education initiatives.”

“It's exciting to have ‘Duck at the Door’ and ‘Duck Soup’ featured in the Kohl's Cares for Kids® program,” said Jackie Urbanovic, author and illustrator of the books. “The program makes books accessible and affordable and is a wonderful way to build up a personal library of children's books. It's also great to know Max and Brody are helping support important programs for children.”

In addition to the merchandise program, Kohl's Cares for Kids features the Kohl's Kids Who Care® Scholarship Program, which will recognize more than 2,000 young volunteers in 2009 with a total of nearly \$350,000 planned in scholarships and prizes; the A-Team Program, which encourages associate volunteerism and provided more than \$5.6 million in grants to youth-focused nonprofit organizations; and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.kohlscorporation.com.

The next Kohl's Cares for Kids program hits stores nationwide and Kohls.com at the end of June.

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 1,022 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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