



FOR IMMEDIATE RELEASE

Contacts:

Kohl's Investor Relations: Wes McDonald, 262-703-1893

Media Relations: Vicki Shamion, 262-703-1464 or Jen Johnson, 262-703-5241

Editor's Note:

Kohl's fall grand opening B-roll package is available at:

http://mnr.onthescene.com/Kohls/NewStores_Fall2009.html

Kohl's Creates 5,200 Jobs, Opens 37 New Stores

Kohl's strengthens California presence with 30 new locations

MENOMONEE FALLS, Wis., September 30, 2009 – Today [Kohl's Department Stores \(NYSE:KSS\)](#) marks the grand opening of 37 new stores that have created more than 5,200 jobs across six states.

"We are proud that Kohl's is in a position to grow and add more than 5,000 jobs to the economy," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "We have used our financial strength during this downturn to expand in key markets, such as California, as well as invest in our existing store base in order to gain market share at a time when customers are looking for value more than ever."

Growth & Expansion

Among the 37 stores opening today, 35 are former Mervyn's locations, 30 of which are in California. With the addition of these stores, Kohl's now has 121 California locations, a 33 percent increase in the state. This translates into more than 4,200 new jobs in California.

In addition to the new California locations, Kohl's is opening stores in Florida, Louisiana, Nevada, Texas and Utah. During spring 2009, Kohl's opened 19 stores, including its first Alaska location. In total, the retailer opened 56 stores in 2009, and now operates 1,059 stores in 49 states. Kohl's is also remodeling 51 locations nationwide this year.

More Ways to Save on World-Class Exclusive and National Brands

Kohl's offers shoppers a variety of ways to get great values on the brands they love. There are no merchandise or brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts. In addition, customers can layer on these discounts and maximize savings during special promotions and sale hours. Every store also offers an industry-leading return policy, gift cards, gift registries, convenient store hours, centralized checkouts and the Kohl's Cares for Kids® cause program.

Kohl's commitment to customer service has been endorsed by the National Retail Federation, which for the past four years has recognized Kohl's on its list of retailers that offer the best customer service. In addition, Kohl's has ranked among the top retailers in the University of Michigan's customer satisfaction survey for six consecutive years¹.

-more-

¹The NRF Foundation (NRFF) is the research and education arm of the National Retail Federation. A non-profit foundation created in 1981, the Foundation conducts industry research, develops education and workforce development programs, professional certification programs and promotes retailing as a career destination.

The National Quality Research Center (NQRC) at the University of Michigan Business School is a research and teaching center focusing on the measurement of customer satisfaction and the study of its relationships to quality, customer retention, profitability and productivity for private and public sector organizations, for specific industries and for national economies.



Kohl's wide range of world-class exclusive and national brands is another way the retailer offers great value and convenience to customers. Brands include Simply Vera Vera Wang, Dana Buchman, ELLE Contemporary Collection, Chaps, Abbey Dawn and the new Abbey Dawn Girls designed by Avril Lavigne, Hang Ten, Tony Hawk, Mudd, Jumping Beans, apt. 9, American Beauty, Food Network, Nike, adidas, Levi's, Carter's, Gloria Vanderbilt, Cuisinart and KitchenAid. In addition, Kohl's is now the exclusive U.S. retailer for LC Lauren Conrad, a new contemporary lifestyle brand for women designed by Lauren Conrad.

Committed to Environmental Responsibility

As a leading environmentally responsible retailer, Kohl's green initiatives include the construction of green buildings, a dedicated recycling program, a commitment to energy efficiency and the use and support of renewable energy sources. The company was most recently ranked first among retailers on Newsweek's list of The Greenest Big Companies in America and was named one of the Environmental Protection Agency's (EPA's) 2009 Green Power Partners of the Year.

All 37 stores opening today feature green operational enhancements. These include high-efficiency heating and cooling systems; occupancy sensor lighting for stockrooms, break rooms and offices; and a recycling program for cardboard boxes, hangers and packaging. In addition, the Plantation, Fla., location is one of 64 Kohl's stores nationwide built according to a store prototype that has received Leadership in Energy and Environmental Design (LEED) initial certification at the Silver level from the U.S. Green Building Council. The store's green attributes also include recycled and locally obtained building materials and water-conserving plumbing fixtures.

Kohl's is proud to be the largest retail host of solar power in the world, with 78 solar locations nationwide, including 58 in California. Kohl's expects that once activated, the Point West location opening this fall in Sacramento will be Kohl's 59th solar location in the state. In addition, nearly 300 Kohl's stores, more than 60 in California alone, have earned EPA's ENERGY STAR label for superior energy efficiency and environmental performance.

Editor's Note

New store locations opening today include:

California*

- Capitola
- Downey
- Eureka
- Fullerton
- Citrus Heights
- Huntington Beach
- Lodi
- Merced
- Millbrae
- Monrovia
- Napa
- San Diego (3 stores)
- Northridge
- Sacramento
- Rancho Cordova
- Redondo Beach
- San Luis Obispo
- San Rafael
- Hayward
- Sun Valley

- Tustin
- Ukiah
- Upland
- Los Angeles
- Whittier
- Cypress
- Mountain View
- Redwood City

Florida

- Plantation

Louisiana

- Lake Charles

Nevada*

- Henderson
- Las Vegas (2 stores)



Texas*
El Paso

Utah*
Salt Lake City

**All new Kohl's stores in California, Nevada, Texas and Utah are former Mervyn's locations.*

For more information, visit www.kohls.com. Additional detail about Kohl's California locations is available at www.kohls.com/ca.

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.

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.

###