



## FOR IMMEDIATE RELEASE

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### **Kohl's Creates More than 4,000 New Jobs**

*Fall openings include 21 new stores in 15 states and a customer service and operations center*

**MENOMONEE FALLS, Wis., September 29, 2010** – Today, [Kohl's Department Stores](#) (NYSE:KSS) announces the grand opening of 21 new stores across the nation and celebrates the opening of the new customer service and operations center in San Antonio, Texas that will serve Kohl's Charge and Kohls.com customers nationwide. The new stores will bring nearly 3,000 jobs to communities across 15 states, and the new customer service and operations center in San Antonio, which recently hired approximately 200 associates, expects to create more than 1,000 jobs over the next three years.

"We're pleased to be in a position to create more than 4,000 jobs as Kohl's continues to build market share in a challenging economy," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "We continue to bring customers new stores where they can enjoy Kohl's great brands and tremendous values. Additionally, we have invested in our existing store base by remodeling 85 stores, 66 percent more stores than last year, to keep the customer experience fresh and exciting."

### **Growth and Expansion**

This year marks another year of growth for Kohl's as the company opens 21 stores today in 15 states – Alabama, California, Florida, Illinois, Kansas, Kentucky, Louisiana, Maryland, Minnesota, Missouri, Nevada, New Mexico, New York, Ohio, Pennsylvania – and opened a total of 30 new stores in 2010. The company now operates 1,089 stores in 49 states. Kohl's also invested in its current store base and remodeled 85 stores this year, a 66 percent increase from 2009.

In addition to investing in new and existing stores, the new San Antonio customer service and operations center supports the growth of Kohl's Charge business. The center also supports the growth of the company's Kohls.com sales, which experienced 48 and 38 percent revenue increases in 2008 and 2009, respectively and continues to experience significant growth this year. The facility is Leadership in Energy and Environmental Design (LEED) certified at the Silver level, and in keeping with Kohl's ongoing commitment to environmental responsibility, Kohl's will seek to maintain or expand the LEED designation for the finished building.

With this facility, Kohl's now operates three customer service and operations centers, including locations in Corsicana, Texas and Menomonee Falls, Wis.

### **World-Class National and Exclusive Brands to Stretch Your Budget**

Kohl's stores nationwide and Kohls.com help shoppers stretch their budgets with world-class national and exclusive brands at a value they can appreciate. Some of the brands offered at Kohl's include: Levi's, Carter's, Nike, adidas, Bali, Simply Vera Vera Wang, Food Network, LC Lauren Conrad, ELLE Contemporary Collection, ELLE Decor, Dana Buchman, Candie's, Tony Hawk, apt.9, Jumping Beans, SONOMA life + style, Cuisinart, KitchenAid and more.

### **The More You Know, The More You Kohl's**

Kohl's offers shoppers a variety of ways to get incredible values on the brands they love. There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge card discounts. Additionally, these offers can be used in conjunction with sales events to maximize savings.

Every Kohl's store also offers a unique shopping experience which includes an industry-leading return policy, gift cards, gift registries, convenient store hours, centralized checkouts, the Kohl's Cares® cause program and a commitment to environmental responsibility.

Shoppers can take advantage of the company's key differentiators, including:



- **Power Hours, Early Birds and Night Owls** – During limited hours, Kohl's offers the lowest prices of the week on select items or categories. The amount of extra savings varies, but the Power Hours price is the absolute best price for that week.
- **Kohl's Charge** – Kohl's Charge customers receive a number of exclusive benefits. In addition to receiving extra savings on their first purchase, shoppers also receive Pick-Your-Day shopping passes and special event discounts throughout the year.
- **Kohl's Cash** – During a Kohl's Cash promotion, shoppers get \$10 for every \$50 they spend, which can be used toward a future purchase. It's like getting paid to shop!
- **No Exclusions** – There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge card discounts.
- **An Industry-Leading, Hassle-Free Return Policy** – Kohl's has an industry-leading return policy that offers a quick, convenient and "no questions asked" experience. Customers returning merchandise with receipts or items purchased with Kohl's Charge cards are eligible to receive full refunds, while customers without a receipt will receive Kohl's merchandise credit.

Kohl's commitment to customer service has been recognized by the National Retail Federation, which for the past five years has listed Kohl's among 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 eight consecutive years\*\*.

### Kohl's Cares for the Communities We Serve

As a family focused, value-oriented company, Kohl's strives to be an active member of each community where it does business. Through charitable giving and volunteer programs for kids' health and education and environmental initiatives, Kohl's makes our neighborhoods happier, healthier, greener places to live and work. Kohl's supports local communities through its Kohl's Cares philanthropic programs which include:

- Kohl's Cares-Cause Merchandise Program, which sells special merchandise including books and plush toys for \$5 each, and donates 100 percent of the net profit to benefit children's health and education initiatives nationwide. This year, the program celebrates its tenth anniversary, and since its inception in 2000, has raised more than \$150 million. New this fall, special Kohl's Cares cause merchandise supporting women's health is available online at Kohls.com. The net profit from the sale of this merchandise will benefit the fight against breast cancer.
  - In recognition of the tenth anniversary of the Kohl's Cares philanthropic program, Kohl's Cares will give half a million dollars to 20 schools each this year, a total of \$10 million.
- Kohl's Scholarship Program, which recognizes and rewards youth volunteerism. In 2010, the Kohl's scholarship program awarded more than \$410,000 in scholarships and prizes to more than 2,100 kids across the country.
- Kohl's Associates in Action, a program where associates volunteer for local, youth-focused nonprofit organizations and Kohl's then matches their volunteer efforts with corporate grants. Last year, as a result of our associates' volunteer efforts, Kohl's donated more than \$10 million to nonprofits across the country under this program.
- Kohl's Cares Fundraising Gift Cards, which provide an opportunity for schools and youth-serving organizations to raise money. The gift cards are sold by nonprofit groups and up to five percent of the total card purchase price goes to the nonprofit.
- Kohl's Cares Advancing Environmental Solutions  
Kohl's is also committed to being a leading environmentally responsible retailer. In December 2009, the company became the first retailer to announce a commitment to reach net zero U.S. greenhouse gas emissions by the end of 2010 as part of its partnership with the U.S. Environmental Protection Agency's (EPA's) Climate Leaders program. To achieve this goal of being carbon neutral, Kohl's will continue to invest in projects to reduce the same amount of greenhouse gas emissions that the company emits into the atmosphere. The company was ranked as the number one green retailer on *Newsweek's* list of The Greenest Big Companies in America\*\*\* and was named one of the EPA's 2009 Green Power Partners of the Year. Kohl's is also proud to be the largest retail host of solar



power in North America, with 100 solar locations nationwide. Key environmental initiatives for Kohl's include energy management, recycling and green building programs.

To date, Kohl's has 84 stores nationwide built according to a prototype that received Leadership in Energy and Environmental Design (LEED) initial certification at the Silver level from the U.S. Green Building Council. In fact, 12 of the 21 new stores Kohl's is opening today are being built according to LEED Silver guidelines. Characteristics of these stores include: water-efficient landscaping, water-conserving plumbing, carefully managed construction waste and use of recycled and regionally sourced building materials.

### 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.

### 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 its 1,089 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 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 a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

\*NRF Foundation/American Express® Customer Service survey, NRF Foundation/National Retail Federation

\*\*American Customer Satisfaction Index, University of Michigan Ross School of Business

\*\*\* "The Greenest Big Companies in America," *Newsweek*, September 28, 2009.

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### Editor's Note

New store locations opening this fall include:

#### September 29 Store Openings:

Hoover, Ala.	Collinsville, Ill.
Prattville, Ala.	Kansas City, Kan.
Hanford, Calif.	Louisville, Ky.
Clovis, Calif.	Blue Springs, Mo.
Carson City, Nev.	Covington, La.
Porterville, Calif.	Forest Hill, Md.
Riverside, Calif.	Cambridge, Minn.
Sonora, Calif.	Albuquerque, N.M.
Lake Wales, Fla.	Valley Stream, N.Y.
Kent, Ohio	
Lancaster, Pa.	
York, Pa.	

#### Re-opening Store Location:

Midlothian, Va.