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Editors Notes: Kohl's spring grand opening B-roll package is available at

<http://multivu.prnewswire.com/mnr/kohls/41612/>

Kohl's Creates More Than 1,500 New Jobs

Kohl's opens nine new stores this spring and will remodel 85 stores in 2010

MENOMONEE FALLS, Wis., March 3, 2010 – Today, Kohl's Department Stores (NYSE:KSS) announces the grand opening of nine new stores, bringing more than 1,500 jobs to communities across six states.

"We're pleased to be able to create 1,500 more jobs as Kohl's continues to build momentum and gain market share in this tough 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 and invest in our existing store base – 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 adds nine stores in six states - Colorado, Maryland, Mississippi, New York, Oregon and Pennsylvania – and plans to open a total of approximately 30 new stores in 2010. By the end of March, the company will operate 1,067 stores in 49 states. Kohl's also continues to invest in its current store base and will remodel 85 stores this year, a 66 percent increase from 2009.

World-Class National and Exclusive Brands to Stretch Your Budget

Kohl's stores nationwide and Kohls.com helps 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, Dana Buchman, Candie's, Tony Hawk, apt.9, Jumping Beans, SONOMA, 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 this spring. There are no brand exclusions when using offers like Kohl's Cash coupons or Kohl's Charge Card discounts. In addition, customers can layer discounts to maximize savings during special promotions and sale hours. Every store also offers gift cards, gift registries, an industry-leading return policy, convenient store hours, centralized checkouts, the Kohl's Cares for Kids® philanthropic 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.
- **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 a 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 service¹. In addition, Kohl's has ranked among the top retailers in the University of Michigan's customer satisfaction survey for seven consecutive years².

Committed to Environmental Responsibility

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 as part of its ongoing 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 recently ranked as the number one green retailer on *Newsweek's* list of The Greenest Big Companies in America³ and was named one of the U.S. Environmental Protection Agency'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 more than 80 solar locations nationwide. Key environmental initiatives for Kohl's include energy management, recycling and green building programs.

Kohl's has 71 stores nationwide built according to a prototype that received Leadership in Energy and Environmental Design (LEED) precertification at the Silver level from the U.S. Green Building Council. Eight of the nine new stores Kohl's is opening this spring are green buildings, seven of which were built according to the prototype that received LEED precertification at the Silver level. Kohl's is also opening its first store built according to LEED for Retail Commercial Interiors Pilot guidelines at the new Rego Park location in Queens, N.Y.

Committed to Communities

As a family-focused, value-oriented company, Kohl's is committed to the communities it serves, and Kohl's associates help make a difference in their hometowns. Through Kohl's A-Team, associates are encouraged to volunteer for local youth-focused nonprofit organizations nationwide, and Kohl's matches their efforts with corporate grants. Throughout the year, Kohl's sells special Kohl's Cares for Kids[®] merchandise, including books and plush toys, with 100 percent of the net profit benefiting children's health and education initiatives nationwide. The program has raised more than \$126 million since its inception in 2000. In addition, the Kohl's Kids Who Care[®] Scholarship Program recognizes and rewards youth volunteerism and plans to award more than \$410,000 in scholarships and prizes this year to more than 2,100 kids for their good deeds.

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. By the end of March, Kohl's will operate 1,067 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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¹NRF Foundation/American Express[®] Customer Service survey, NRF Foundation/National Retail Federation

²American Customer Satisfaction Index, University of Michigan Ross School of Business

³"The Greenest Big Companies in America," *Newsweek*, September 28, 2009



expect **great** things

Editor's Note

New store locations opening this spring include:

March 3 Store Openings

Bend, Ore.
Rego Park, N.Y.
Middle River, Md.
Annapolis, Md.
Colorado Springs, Colo.

March 24 Store Openings

Victor, N.Y.
Lexington Park, Md.
D'Iberville, Miss.
Butler, Pa.

2010 Store Remodels Include:

April 21

Spring Hill, Ill.
Oak Creek, Wis.
Wichita E, Kan.
Huntington, W.Va.
Sterling, Va.
Battleground, N.C.
Knoxville East, Tenn.
Gaithersburg, Md.
Garland, Texas
East Plano, Texas
McKinney, Texas
Massapequa, N.Y.
SE Tulsa, Okla.
Owasso, Okla.
Acworth, Ga.
Woodstock, Ga.
Bel Air, Md.
Lee's Summit, Mo.

June 9

Peoria, Ill.
Darboy, Wis.
Machesney Park, Ill.
Wichita West, Kan.
North Riverside, Ill.
Wendover, N.C.
Knoxville West, Tenn.
Muncie, Ind.
Goshen, Ind.
Arnold, Mo.
Bridgeton, Mo.
Manchester, Mo.

June 9 (continued)

Colonial Park, Pa.
Rochester, Minn.
North Richland Hills, Texas.
Cortlandt Manor, N.Y.
Wallingford, Conn.
West Plano, Texas
Fort Collins, Colo.
Neenah, Wis.
Rochester Hills, Mich.
Roswell, Ga.
Johns Creek, Ga.
Snellville, Ga.
Apple Valley, Minn.
Powers Blvd, Colo.
Valparaiso, Ind.
New Albany, Ind.
Preston Highway, Ky.
Nashua, N.H.
Walpole, Mass.
Ramsey, N.J.

August 11

Oakland Square, Mich.
Novi, Mich.
West Allis, Wis.
Arlington Heights, Ill.
Chicago Ridge, Ill.
Downers Grove, Ill.
Dublin, Ohio
Clive, Iowa
Anderson, Ind.
Bloomington, Ill.
Rockford South, Ill.



August 11 (continued)

Janesville, Wis.
Highland, Ind.
Overland Park, Kan.
Canton, Ohio
Maple Grove, Minn.
Laurel, Md.
Kirkwood, Del.
Monroeville, Pa.
Lawrence, Kan.
Creve Coeur, Mo.
Secaucus, N.J.
Bedford Hills, N.Y.
Port Chester, N.Y.
SW Denver, Colo.
Golden, Colo.
Longmont, Colo.
Flint, Mich.
Fenton, Mo.
Falls Pointe, N.C.
Greenville, S.C.
Hingham, Mass.
Clifton, N.J.
Wayne, N.J.
Tomball, Texas