



**FOR IMMEDIATE RELEASE**

**Contacts:** Vicki Shamion, Kohl's  
Ph: 262.703.1464  
Vicki.Shamion@kohls.com

Julie Lando, Kohl's  
Ph: 262.703.1335  
Julie.Lando@kohls.com

**THE JENNIFER LOPEZ COLLECTION AND MARC ANTHONY  
COLLECTION NOW AVAILABLE EXCLUSIVELY AT KOHL'S**

*The simultaneous debut of the Jennifer Lopez Collection and the Marc Anthony Collection represents the largest brand launch in company history*

MENOMONEE FALLS, Wis., September 8, 2011– Kohl's Department Stores (NYSE:KSS) today announced the launch of two new contemporary lifestyle brands, the Jennifer Lopez Collection and the Marc Anthony Collection, now available exclusively at Kohl's stores nationwide. The collections will also be available on Kohls.com beginning September 11, 2011.

The Jennifer Lopez brand channels the timeless allure of old Hollywood in a contemporary interpretation of classic, sophisticated glamour. The collection includes contemporary sportswear, dresses, handbags, jewelry, shoes and sleepwear, and ranges in prices from \$22 to \$150. Additionally, the Jennifer Lopez Home Collection consists of bedding and bath products that range in price from \$13.99 to \$459.99.

"I have always been interested in fashion and believe great style is about the overall look vs. an individual piece," said Jennifer Lopez. "My new Kohl's collection truly reflects my personal style and I'm so excited to provide quality, on-trend fashions at a great value to women everywhere."

Taking cues from his musical roots and world travels, the Marc Anthony brand has a raw masculinity tempered with impeccable style. At launch, the collection includes apparel, sportswear, dress shirts, neckwear, suit separates, sport coats and shoes that range in price from \$24 to \$240.

"I've adopted style cues from all over the world and have interpreted them into my lifestyle," said Marc Anthony. "The exclusive Marc Anthony Collection is in essence a reflection of that part of my life and I'm very excited to bring great quality and design to men nationwide."

"We are thrilled to be the exclusive retailer for the Jennifer Lopez and Marc Anthony Collections, and proud to be able to partner with two, globally-recognized entertainers who are also known for their great style," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "The Jennifer Lopez and Marc Anthony brands are two distinctive lifestyle collections that offer quality, contemporary fashions for men and women at a great value. We are confident the launch of these two separate brands will continue to differentiate Kohl's in the marketplace."

The Jennifer Lopez and Marc Anthony brands are prominently featured throughout Kohl's stores in the respective women's, home and men's departments. Each brand space includes beautiful images, custom fixtures, mannequin platforms and signature colors.

**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. With a commitment to environmental leadership, Kohl's operates 1,097 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$180 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).

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