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KOHL'S CAPTIVATION STATION RETURNS TO SUMMERFEST 2012

Kohl's also provides free admission on July 1 from noon - 3:00 p.m. for Kohl's Family Day

MILWAUKEE (June 5, 2012) -Summerfest officials are excited to announce the return of Kohl's Captivation Station, offering educational art and music experiences for children and families at Summerfest 2012. The popular free admission program, Kohl's Family Day will also return and is slated for Sunday, July 1 from Noon - 3:00 pm.

Kohl's Captivation Station, which is part of the partnership with [Kohl's Department Stores](#) through its Kohl's Cares® program, allows children to participate in hands-on musical experiences, mini-clinics, art projects and educational demonstrations each day. Sponsored by Kohl's Cares, Kohl's philanthropic program that sells special merchandise and donates 100 percent of the net profits to children's health and education initiatives nationwide, Kohl's Captivation Station is located on the south end of Henry Maier Festival Park and will be open from Noon - 8:00 pm, every day of Summerfest.

Kohl's Captivation Station offers programs for the entire family including Kohl's Color Wheels, an art experience with the Milwaukee Art Museum and Kohl's Design It! Mobile Lab, an interactive experience with Discovery World where kids can learn more about design. New for 2012, the Zoological Society will be on-hand with Kohl's Wild Theater providing conservation-themed theater performances using drama, songs, games and puppetry.

Throughout the festival, Kohl's Captivation Station will also showcase entertaining performances from magicians, comic jugglers, bands, Radio Disney Road Crew, Mad Science, Comedysportz, Sir Pinkerton and the Magnificents and more!

"Kohl's is proud to partner with Summerfest to provide families the opportunity to learn while enjoying the sites and sounds of such a renowned Milwaukee festival," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Kohl's is a family-focused retailer committed to kids health and education initiatives, and we are excited to continue this dynamic educational program right here in our own back yard."

In addition to Kohl's Captivation Station, Summerfest and Kohl's are proud to announce that Sunday, July 1 is Kohl's Family Day, where from Noon - 3:00 pm, the first 2,500 patrons who donate three (3) non-perishable food items for kids will receive one (1) FREE Summerfest admission ticket. Suggested items include peanut butter, canned fruit and macaroni and cheese. All food items benefit Hunger Task Force.

Schedules for Kohl's Captivation Station and information about Kohl's Family Day can be found at Henry Maier Festival Park during Summerfest and online at Summerfest.com. Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$44 million to support charitable initiatives in the metro-Milwaukee area. For more information on Kohl's philanthropic efforts or to purchase Kohl's Cares cause merchandise, visit www.Kohls.com/Cares.

About Summerfest

Summerfest 2012 will take place **June 27 - July 1 and July 3 - 8**, from Noon until Midnight and will be closed **Monday, July 2**. In 2012, The "World's Largest Music Festival" and Milwaukee's cornerstone summer event will celebrate its 45th Anniversary. Since 1968, Summerfest has provided unforgettable live music experiences for fans from around the world. Summerfest attracts over 700 bands, including the music industry's hottest stars, emerging talent and local favorites and hosts a diverse selection of food and beverage vendors, marketplaces and interactive exhibits set against the Lake Michigan and downtown backdrops, creating a festival experience like no other. Patrons can also enjoy Miller Lite, the Official Beer of Summerfest. For more details visit Summerfest.com, Facebook.com/summerfest or Twitter: @Summerfest.

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. With a commitment to environmental leadership, Kohl's operates 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 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, or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

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