



FOR IMMEDIATE RELEASE

Contact:

Vicki Shamion, 262.703.1464 or vicki.shamion@kohls.com

Jen Johnson, 262.703.5241 or jen.johnson@kohls.com

Kohl's Cares® Merchandise from Dana Buchman Features Classic Style that Gives Back

100 percent of the net profit will be donated to support the fight against breast cancer

MENOMONEE FALLS, Wis., January 31, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) invites customers to support women's health with Kohl's Cares® cause merchandise by renown fashion designer Dana Buchman. The exclusive cause merchandise offers shoppers apparel, accessories and gifts which can be found in all 40 Wisconsin Kohl's stores and online at [Kohls.com](#), with 100 percent of the net profit donated to support the fight against breast cancer. The collection is available now through the end of April.

The exclusive Dana Buchman cause merchandise collection is the embodiment of everyday chic and includes items ranging from beaded bracelets and graphic tees to stylish yet functional lunch totes and travel coffee mugs. Featuring Dana Buchman's trademark safari print in various shades of pink, brown and tan, all items are available for \$5 or \$10 each – a great way to chase away the winter blues with a pop of color. To view the entire collection or to purchase these items online, visit [Kohls.com/Cares](#).

"We are delighted to offer exclusive cause merchandise by designer Dana Buchman," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Dana designed this limited edition collection to empower women to support a cause close to their hearts. Her pieces are synonymous with timeless style and offer customers the opportunity to be fashionable and value-conscious while supporting the fight against breast cancer."

The exclusive collection of Dana Buchman cause merchandise includes apparel, accessories and fashion jewelry featuring the signature Dana Buchman safari print. The collection includes scarves, umbrellas, wristlets, tees and watches in various shades of pink, brown and tan, among other items. The Kohl's Cares breast cancer cause merchandise has its own center aisle display where all items are displayed together to make it easy for customers to shop and support the cause.

Kohl's breast cancer cause merchandise program is available year-round, with 100 percent of the net profit donated to the fight. Kohl's also supports women's health with a commitment of \$7 million over three years to the American Cancer Society's Midwest Division and the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® to support breast cancer research, education and patient-assistance programs.

The Kohl's Cares women's health initiative builds upon Kohl's long history of charitable involvement in the communities it serves. Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$39 million to support charitable initiatives in the metro-Milwaukee area. In addition, over the past 10 years, the company's Kohl's Cares cause merchandise program, which sells plush toys and books, has raised more than \$180 million to benefit children's health and education initiatives nationwide.

For more information on Kohl's community giving or to view Kohl's Cares cause merchandise, visit [Kohls.com/Cares](#).

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 1,127 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](#).

#

