



FOR IMMEDIATE RELEASE

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Kohl's Department Stores Announces Partnership with Designer Derek Lam

Lam to Debut Limited-Edition DesigNation Collection Inspired by Rio de Janeiro Exclusively at Kohl's and Kohls.com in Spring 2013

MENOMONEE FALLS, Wis., September 24, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) today announced a partnership with Derek Lam, who will be the second designer for the retailer's DesigNation limited-edition collection. As part of the Kohl's DesigNation concept featuring premier designer fashions based on international inspiration, the Derek Lam collection will draw creative influence from his trip to Rio de Janeiro, Brazil. The collection features misses' apparel and swimwear and will be available exclusively at Kohl's and Kohls.com beginning in April 2013. Kohl's will launch multiple DesigNation collections throughout the year. Each collection will feature a different designer, marrying his or her aesthetic with influence from various international destinations.

"Our customers expect incredible merchandise at an exceptional value and we are confident that the newest DesigNation collection from Derek Lam will exceed our shoppers' expectations," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "On the heels of announcing our first DesigNation collection that will launch November 7 with Narciso Rodriguez, and now with Derek Lam for a spring collection, we are pleased to continue to provide our customers with access to quality designer fashions at a great value."

Lam's DesigNation collection for Kohl's will feature misses' apparel and swimwear, including dresses, skirts, pants, capris, shorts, tank tops, shirts and outerwear. Retail prices for the collection will range from \$36 to \$98. The collection will be available from April through May 2013. For more information, visit www.kohls.com/DerekLam.

"Rio de Janeiro is a city that bridges the old with the new, where you can't separate what is natural from what is man-made," said Lam. "This DesigNation collection with Kohl's serves as an ally to modern women, embracing the spirit of Rio and providing beautiful, inspired clothing at an affordable price."

About Derek Lam

Derek Lam International, LLC was founded in New York by Derek Lam and partner Jan-Hendrik Schlottmann in October 2002. Lam's vision for his label is to create clothes that are both luxurious and wearable, with a feminine but unfussy beauty about them. He skillfully manages the combination of refinement and sensuality, with exceptional fabrics and highly perfected detail. In 2006 the collection expanded to include handbags, followed by shoes and eyewear in 2007 and the launch of the 10 Crosby Derek Lam diffusion line in 2011. Praised for his vision of modern luxury married with uncompromised

quality, Lam has received abundant recognition within the fashion industry. Visit www.dereklam.com for more information.

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 1,134 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>.

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.

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