



## FOR IMMEDIATE RELEASE

### Contacts:

Kohl's Media Relations:

Vicki Shamion, 262-703-1464 or [Vicki.Shamion@Kohls.com](mailto:Vicki.Shamion@Kohls.com)

Scott Morris, 262-703-2403 or [Scott.Morris@Kohls.com](mailto:Scott.Morris@Kohls.com)

Kohl's Investor Relations: Wes McDonald, 262-703-1893

### Kohl's Opens Eight New Stores Creating Approximately 1,000 Jobs

**MENOMONEE FALLS, Wis., March 8, 2012** – Kohl's Department Stores (NYSE: KSS) announces the grand opening of eight new stores, bringing approximately 1,000 new jobs nationwide. The company now operates 1,134 stores in 49 states.

"As we celebrate our 50<sup>th</sup> anniversary, we are pleased to be in a position to create approximately 1,000 jobs as Kohl's continues to focus on growing market share in a challenging economy," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "We continue to bring customers innovative new stores where they can enjoy quality national and exclusive brands at exceptional values. This spring we launched the exclusive Rock & Republic collection available at all stores and Kohls.com. To keep the customer experience fresh and exciting, we are investing in our existing store base by adding innovative features and remodeling approximately 50 stores this year."

### Growth, Remodels and Innovation

The company celebrates the grand opening of eight new stores in seven states, including Florida, Illinois, Missouri, New Hampshire, New York, North Carolina and Pennsylvania. Of the eight new locations, seven are small format stores with approximately 64,000 square feet or less of retail space, providing greater real estate flexibility. Kohl's also continues to invest in its existing store base, adding innovative features and remodeling approximately 50 stores this year. Over the last six years, more than 60 percent of Kohl's store base has been remodeled with innovation features or newly built.

Regarding innovations, all new Kohl's stores opening this spring feature convenient store designs and new features to provide customers with an exciting and comfortable shopping environment. Some of these features include:

- Updated check-out stations
- Newly designed shopping carts and strollers
- Reinvented beauty department
- Upgraded fitting rooms throughout the store with fitting room lounges in Misses and Juniors
- Expanded customer service area relocated to the front of the store in all locations
- In-store Kohl's Kiosks
- Electronic signs in all departments

In addition, six of the new stores opening this week were built according to a prototype that received Leadership in Energy and Environmental Design (LEED) certification at the Gold level from the U.S. Green Building Council (USGBC). Characteristics of stores built to LEED guidelines, which provide best practices for the design, construction and operation for high-performance green buildings, include: recycled and regionally sourced building materials; water-efficient landscaping and plumbing fixtures and the use of ENERGY STAR-rated roofs that reduce each building's energy demand. Green characteristics of all stores opening this week include waste management to recycle construction materials, occupancy sensor lighting for stockrooms, dressing rooms, break rooms and offices, energy management systems to control heating and cooling and a recycling program for cardboard boxes, hangers and packaging.

### Quality Brands, Value and Convenience

Kohl's stores nationwide and Kohls.com help shoppers play and save with style by providing quality brands at a value they can appreciate. Kohl's powerful brand portfolio includes private and exclusive brands at exceptional values such as Simply Vera Vera Wang, Jennifer Lopez, LC Lauren Conrad, Marc Anthony, Food Network, Bobby Flay, ELLE Contemporary Collection, ELLE DECOR, Dana Buchman, Candie's, Mudd, Tony Hawk, Apt. 9, Chaps, Jumping Beans and SONOMA life + style. New this spring, customers can also enjoy the exclusive Rock & Republic collection for men and women. In addition, Princess Vera Wang, the new Junior's contemporary, premium lifestyle collection, will launch exclusively at Kohl's and Kohls.com beginning August 2012. Shoppers can also take advantage of Kohl's additional unique offerings, some of which include:

### *Unbeatable Savings Opportunities*

- **Kohl's Cash®** – During Kohl's Cash promotions, all shoppers get \$10 Kohl's Cash back for every \$50 spent (in store or online), with no earn limit, that can be used toward future purchases in store or on [Kohls.com](http://Kohls.com) – good on all brands and sale prices. It's like getting paid to shop!
- **Power Hours and Early Birds** – During special hours, Kohl's offers the lowest prices of the week on select items or categories.
- **Kohl's Charge** – Kohl's Charge customers receive a number of exclusive benefits. In addition to getting extra savings on their first purchase, shoppers also receive Pick-Your-Day shopping passes and special event discounts throughout the year.
- **Shoppers 60+** – Every Wednesday, Kohl's shoppers age 60 and better will save an extra 15 percent on in-store purchases at Kohl's stores nationwide.

### *Industry-Leading Policies*

- **An Industry-Leading, Hassle-Free Return Policy** – Kohl's industry-leading return policy gives customers 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 or even exchanges, while customers without a receipt will receive a Kohl's merchandise credit.
- **No Exclusions** – There are no brand exclusions when using offers like Kohl's Cash or Kohl's Charge card discounts.

### *Customer Conveniences*

- **[Kohls.com](http://Kohls.com)** – 24 hours a day, seven days a week, shoppers have access to an expanded online assortment of exciting merchandise, tremendous values and conveniences available on [Kohls.com](http://Kohls.com), including functionality for customer ratings and reviews, online redemption of Kohl's Cash and navigation features to showcase "What's New," "Best Sellers" and "Customers' Top Rated."
- **Extended Store Shopping Hours** – Kohl's stores open early and close late so shoppers can take advantage of great in-store savings when it's most convenient.
- **Kohl's Kiosk – Buy, Save and Ship it for Free** – Kohl's Kiosks located in all stores make it easy to shop with confidence. Customers can choose from an expanded assortment of styles, sizes, colors and merchandise that may not be available in stores. In addition, Kohl's offers free standard shipping in the U.S. on items ordered from in-store kiosks.
- **Facebook and Twitter** – Check out Kohl's deals and promotions on Facebook ([facebook.com/kohls](http://facebook.com/kohls)) and follow the conversation on Twitter ([@Kohls](https://twitter.com/Kohls)).

Kohl's commitment to customers has been recognized by the National Retail Federation\* for the past seven years on its list of retailers that offer the best customer service, and has ranked among the top retailers in the University of Michigan's\*\* customer satisfaction survey for ten consecutive years. Kohl's was also recently listed as the number one retailer and sixth most desired brand overall among women on the Most Desired Brands in America list, according to a recent Buyology study conducted exclusively for Forbes. In addition, Kohl's was ranked by Forbes and the Reputation Institute as the most reputable department store on their annual list of the Most Reputable Companies.

### **Kohl's Cares® – Community and Environmental Commitment**

Kohl's cares and strives to be an active member in the cities and towns where we do business. Through charitable giving and volunteer programs for kids' health and education and environmental initiatives, Kohl's is making communities happier, healthier, greener places to live and work. Kohl's supports local communities through its Kohl's Cares® philanthropic programs which include:

- [Kohl's Cares Cause Merchandise Program](#) – Throughout the year, Kohl's sells kid-friendly cause merchandise with 100 percent of the net profit donated to support children's health and education initiatives in communities nationwide. To date, more than \$208 million has been raised through the Kohl's Cares cause merchandise program.
- [Kohl's Cares Associates in Action Program](#) – Kohl's associates make a difference by volunteering in their communities and partnering with qualified nonprofits. More than 500,000 associates have donated more than 1.6 million hours of their time since 2001 and Kohl's has donated more than \$47 million to nonprofits throughout the nation.
- [Kohl's Cares Scholarship Program](#) – Kohl's also recognizes and rewards youth volunteers. Since 2001 Kohl's has awarded more than \$3.4 million in scholarships and prizes to more than 17,000 volunteers through Kohl's scholarship program. In 2012, Kohl's will award more than \$420,000 in scholarships and prizes to more than 2,200 kids nationwide.
- [Kohl's Cares Fundraising Gift Card Program](#) – Kohl's has also raised more than \$35 million for youth organizations through fundraising gift cards.
- [Kohl's Cares Advancing Environmental Solutions](#) – Kohl's is committed to protecting and conserving the environment and being a leading environmentally responsible retailer. In addition to the six stores built according to a prototype that received LEED certification at the Gold level from the USGBC, since fall 2008, 111 Kohl's stores have been built according to a prototype that has also received LEED initial certification at the Silver level from the USGBC. In addition, Kohl's has more than 120 solar locations and 700 Kohl's stores have earned Environmental Protection Agency's (EPA) ENERGY STAR label for superior energy efficiency and environmental performance. The company received its third consecutive EPA Green Power Partner of the Year award in 2011 and has been recognized with EPA Green Power Leadership awards for five consecutive years.

### **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, including growth and remodel projections. 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/A, 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**

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](http://www.Kohls.com), or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

\*The NRF Foundation (NRF) is the research and education arm of the National Retail Federation. A non-profit foundation created in 1981, the Foundation conducts industry research, develops education and workforce development programs, professional certification programs and promotes retailing as a career destination.

\*\*The National Quality Research Center (NQRC) at the University of Michigan Business School is a research and teaching center focusing on the measurement of customer satisfaction and the study of its relationships to quality, customer

retention, profitability and productivity for private and public sector organizations, for specific industries and for national economies.

# # #

**Editor's Note**

New store locations opening this spring include:

**March 7, 2012 Store Openings:**

Yulee, Fla.  
Woodstock, Ill.  
Lake Ozark, Mo.  
Rolla, Mo.  
Southern Pines, N.C.  
Bedford, N.H.  
Olean, N.Y.  
Pottsville, Pa.