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**KOHL'S DEPARTMENT STORES AND WISCONSIN STATE FAIR
TO CONTINUE KOHL'S FAMILY VALUE DAY PARTNERSHIP**

Kohl's Family Value Day Provides Discounted Fair Admission on August 7 and a Fair Experience at Children's Hospital of Wisconsin

West Allis, Wis. – April 26, 2012 – Officials are pleased to announce Wisconsin State Fair and the Wisconsin State Fair Park (WSFP) Foundation will continue their partnership with [Kohl's Department Stores](#) (NYSE: KSS) through the Kohl's Cares program. The renewed partnership will result in the second annual **Kohl's Family Value Day** on Tuesday, August 7 for Fairgoers during the 2012 Wisconsin State Fair. **ALL Fairgoers will be eligible for discounted Fair admission from 8am until 6pm.** Adults will receive admission for \$5 (a \$4 savings), and youth 11 and under will receive FREE admission.

"Kohl's is proud to provide the best value to Wisconsin families who attend the fair on Kohl's Family Value Day," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "Kohl's Family Value Day was a tremendous success last year and we are looking forward to providing even more Wisconsin families the opportunity to experience the fun and excitement of the Fair at the deepest discount on Fair admission. The Wisconsin State Fair makes learning fun and the family-friendly environment is sure to provide lasting memories for the whole family."

Through a generous donation from Kohl's Cares, Children's Hospital of Wisconsin patients and their families will enjoy a special re-creation of "Fair Day" at the hospital during the 2012 Fair. Participants will be able to experience elements of the Wisconsin State Fair including activities, Fair performers, a visit from Fairest of the Fair Richelle Kastenson and traditional Fair food.

Kohl's Department Stores and the Kohl's Cares program support children's health and educational initiatives in communities nationwide and are a natural fit with the mission of both Wisconsin State Fair and the WSFP Foundation. Wisconsin State Fair strives to offer an affordable, educational and entertaining event for the community and the WSFP Foundation aims to provide Wisconsin youth with positive and enriching experiences and supports the endeavors of Wisconsin State Fair Park.

"Partnering for the second year with Kohl's allows us to once again offer a tremendous value for our Fairgoers to enjoy all of the traditions along with the new attractions found at the Wisconsin

State Fair," stated Wisconsin State Fair Park Chief Executive Officer Rick Frenette. "In a challenging economy our partnership with Kohl's makes it possible for us to provide our guests the ability to attend the Fair when they may not have otherwise been able to."

Kohl's has a 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 \$43.4 million to support charitable initiatives in the metro-Milwaukee area. Through the Kohl's Cares program, special merchandise is sold throughout the year with 100 percent of the net profit benefitting children's health and education programs nationwide. For more information on Kohl's community giving, visit www.Kohls.com/Cares.

About Wisconsin State Fair

The 161st Wisconsin State Fair, presented by U.S. Cellular, will take place **Thursday, August 2 through Sunday, August 12, 2012**. The Wisconsin State Fair offers an original experience to all that attend and is a phenomenal value with 30 FREE entertainment stages, thousands of animals, endless family activities, events, contests, vendors and culinary delights. For the most up-to-date information, please visit WiStateFair.com or join the conversation on Facebook at facebook.com/wistatefair and Twitter at twitter.com/wistatefair.

About Wisconsin State Fair Park Foundation

The Wisconsin State Fair Park Foundation is a 501(c)(3), not-for-profit organization dedicated to supporting Wisconsin State Fair Park youth programming, the Tommy G. Thompson Youth Center, and future facility planning and development at Wisconsin State Fair Park. The Wisconsin State Fair Park Foundation is dedicated to the belief that providing youth with positive experiences will assist them to make correct choices ensuring the development of responsible citizens and future leaders. The Foundation currently supports Wisconsin Livestock Breeders Master Stockman Scholarships, Wisconsin State Fair Youth Day Camp, and improvements at the Tommy G. Thompson Youth Center. For information on all of the Foundation's programs, visit www.wsfpfoundation.org.

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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