



FOR IMMEDIATE RELEASE

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Hats Off to Helping Kids with Kohl's Cares Books and Plush Toys for \$5 Each

100 percent of the net profit supports children's health and education initiatives nationwide

MENOMONEE FALLS, Wis., January 8, 2013 – [Kohl's Department Stores](#) (NYSE: KSS) is bringing the charming stories from legendary author Dr. Seuss to children and families across the country with playful and affordable books and plush toys that will delight readers with their magical rhymes and quirky illustrations. This spring, Kohl's offers exclusive hardcover editions of classic Dr. Seuss books including *The Cat in The Hat*, *Horton Hears a Who!*, *Sleep Book*, ABC's and *Happy Birthday to You!* along with coordinating plush toys for **just \$5 each** through the Kohl's Cares® cause merchandise program. Since the program's inception in 2000, the Kohl's Cares philanthropic program has raised more than \$208 million for children's health and education programs in local communities across the country.

Kohl's will once again feature Dr. Seuss story books in the Kohl's Cares cause merchandise program. Children will be enchanted as they learn to read the whimsical tales from Dr. Seuss, and customers will be proud to support the program knowing Kohl's donates 100 percent of the net profit to children's health and education initiatives nationwide.

Kohl's Cares Cause Merchandise for Kids

- ***The Cat in The Hat* and *Cat in the Hat* plush:** Join Dick and Sally as they embark on an unexpected adventure with a giant cat wearing a hat, transforming a rainy day into a fun-filled afternoon.
- ***Horton Hears a Who!* and *Horton* plush:** Children adore the story of loveable Horton, an elephant who hears a cry for help from a tiny speck of dust and does his best to protect the tiny creatures who live on it from those who see them as insignificant.
- ***Dr. Seuss's Sleep Book* and *Sleeps* plush:** The perfect bed time story that is sure to help everyone wind down from the hustle and bustle of the day – including the grown-ups!
- ***Dr. Seuss's ABC book* and *Alligator* plush:** A quick and colorful way to learn the alphabet with Dr. Seuss and his colorful friends.
- **ONLINE EXCLUSIVE - *Happy Birthday to You!*:** Everyone loves their birthday and with Dr. Seuss's joyous tale, readers will see firsthand the thrill of celebrating a birthday as it is done in Katroo.
- **ONLINE EXCLUSIVE - *Dr. Seuss's ABC book's Rhino* plush:** Fun to snuggle and huggle this adorable Rhino plush, kiddos will have a new friend to read with.

Kohl's Cares Cause Merchandise for Grown-Ups

- **Good Housekeeping Light & Healthy Cooking and Good Housekeeping Drop 5 Lbs:** Spring into Healthy Eating with two great books! Following the treats and sweets from the holiday season, testing out new recipes from **Good**



Housekeeping Light & Healthy Cooking and getting diet and healthy eating tips from **Good Housekeeping Drop 5 Lbs** is the perfect way to stay true to New Year resolutions.

- **Dr. Seuss All Occasion Note Cards:** As a thank you note or just to connect with a friend or loved one, these delightful all occasion note cards are sure to bring smiles to the faces of recipients with their colorful and quirky illustrations.

In addition to the merchandise program, Kohl's Cares® features a scholarship program, which recognizes more than 2,200 young volunteers each year with scholarships and prizes; the Associates in Action program, which encourages associate volunteerism and has donated more than \$61 to youth-focused nonprofit organizations to date; and fundraising gift cards for schools and youth-serving nonprofit organizations. For more information, visit www.kohlscorporation.com.

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 1,146 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 <http://www.kohls.com/>, or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

About Dr. Seuss

Theodor "Seuss" Geisel is quite simply the most beloved children's book author of all time. Winner of the Pulitzer Prize in 1984, an Academy Award, three Emmy Awards, three Grammy Awards, and three Caldecott Honors, Geisel wrote and illustrated 44 books for children. Hundreds of millions of copies have found their way into homes and hearts around the world. While Theodor Geisel died on September 24, 1991, Dr. Seuss lives on, inspiring generations of children of all ages to explore the joys of reading. For more information about Dr. Seuss and his works, visit Seussville.com.

The primary focus of **Dr. Seuss Enterprises, L.P.** is to protect the integrity of the Dr. Seuss books while expanding beyond books into ancillary areas. This effort is a strategic part of the overall mission to nurture and safeguard the relationship consumers have with Dr. Seuss characters. Theodor Seuss Geisel (Dr. Seuss) said he never wanted to license his characters to anyone who would "round out the edges." That is one of the guiding philosophies of Dr. Seuss Enterprises. Audrey S. Geisel, the widow of Dr. Seuss, heads Dr. Seuss Enterprises as CEO. Learn more about Dr. Seuss at www.facebook.com/Dr.Seuss.

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