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Turn a Pout Into a Smile and Help Kids with Kohl's Cares Books, Plush Toys and Tote for Just \$5 Each

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

MENOMONEE FALLS, Wis., May 8, 2013 – [Kohl's Department Stores](#) (NYSE: KSS) is helping children and families across the country kick off their summer adventures with a smile with the latest Kohl's Cares® cause merchandise program. Now through the end of June, Kohl's offers beloved Deborah Diesen books, including *The Pout-Pout Fish* and *The Pout-Pout Fish in the Big-Big Dark*, along with coordinating plush toys and matching tote bag for **just \$5 each**. Since the program's inception in 2000, the Kohl's Cares philanthropic program has raised more than \$231 million for children's health and education programs in local communities across the country.

Children will be delighted to embark on undersea adventures with playful, sing-along rhymes and bright ocean colors, 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.

"I hope that both the young and young at heart will be grinning from ear-to-ear as they read about the pout-pout fish and his ocean adventures. I am excited to share these stories with Kohl's customers nationwide," said author Deborah Diesen. "I am honored to be a part of the Kohl's Cares program and thrilled that all the net proceeds will benefit educational- and health-related programming for children."

Kohl's Cares Cause Merchandise for Kids

- ***The Pout-Pout Fish***: Swim along with the pout-pout fish as he learns being a gloomy fish with the "dreary wearies" is not the best way to spend the day.
- ***The Pout-Pout Fish in the Big-Big Dark***: Children will journey deep into the sea with the pout-pout fish as he overcomes his fear of the dark to embark on an adventure to help his dear friend Ms. Clam find her lost pearl.
- **The Pout-Pout Fish, Crab, and Octopus Plush**: Children will wrap their arms around the pout-pout fish or one of his cuddly friends, Mr. Crab or Mr. Eight (legged octopus), and will bring them along wherever the summer takes them.
- ***The Pout-Pout Fish* tote bag**: Let your summer adventures begin! This multi-purpose tote featuring a vibrant illustration from *The Pout-Pout Fish* is great for beach days, sleepovers or summertime errands.

Kohl's Cares Cause Merchandise for Grown-Ups

- ***Party Food and Good Housekeeping: Blend It!***: Bring the summer sizzle to the table with two great books! Whether you're whipping up food for a few or for a crowd, check out the delicious recipes from ***Party Food*** and add flavor to your summer cookout. And cool off from the summer heat with more than 100 blender-inspired recipes from ***Good Housekeeping: Blend It!*** The perfect way to add fun to any meal.



In addition to the merchandise program, Kohl's Cares® features a scholarship program, which recognizes more than 2,300 young volunteers each year with scholarships and prizes; the Associates in Action program, which encourages associate volunteerism and has donated more than \$63 million to youth-focused nonprofit organizations to date; and fundraising gift cards for schools and youth-serving nonprofit organizations. For more information, visit www.kohlscares.com.

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 1,155 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$231 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, join the discussion on Facebook (<http://www.facebook.com/kohls>) or Twitter (<http://twitter.com/Kohls>) or get inspired on Pinterest (<http://pinterest.com/kohls/>) and Instagram (<http://instagram.com/kohls>).

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