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**FIND THE TOP TOY BRANDS ON KIDS' WISH LISTS THIS HOLIDAY AT KOHL'S**

*Shoppers can play a lot and save a lot with Kohl's top 25 dream toys  
and extensive in-store and online toy shop*

MENOMONEE FALLS, Wis., September 18, 2013 – [Kohl's Department Stores](#) (NYSE: KSS) today announced its top 25 toys for the holiday season from its extensive in-store and online collection. Kohl's and [Kohls.com](#) will offer the toys kids dream of at exceptional values from favorite national brands, including Barbie®, Fisher-Price®, LeapFrog® and more. From tablets and dolls to games and activity stations, Kohl's selection of toys for kids of every age makes gift giving easy for shoppers this holiday.

"It's no secret toys top kids' wish lists year after year and Kohl's will have all the toys that will make kids' dreams come true this holiday season," said Michelle Gass, Kohl's chief customer officer. "Customers can shop with confidence knowing we have significantly expanded our online toy assortment and have a deep selection of trusted national toy brands, such as Mattel, Playskool and VTech, available at prices everyone can afford."

Starting today, Wednesday, September 18, shoppers can view and shop Kohl's collection of holiday toys at [Kohls.com/toys](#). The online toy destination will give shoppers multiple options to browse the collection to find the right gift for every child on the list. Search options include age, character, brand and price. Customers can also easily shop Kohl's top 25 dream toys, which will be identified with a signature red button across all marketing channels.

In addition to providing the toys kids want, Kohl's offers great ways to save on top toy brands starting in October with regular discounts throughout the season. Additionally, shoppers can save when using offers like Kohl's Cash®, coupons or Kohl's charge card discounts. These offers can be used in conjunction with sales events to maximize savings.

**Kohl's Top 25 Dream Toys**

- Camelio Android Family 7" Tablet
- Fisher-Price® Imaginext™ Pirate Ship
- Mattel® Monster High Jewelry Box Coffin & Doll Gift Set
- Fisher-Price® Imaginext™ Batcave
- Barbie® Glam Boat & Doll Set
- VTech® Innotab 3S Tablet Gift Set
- VTech® Kidijamz Music Studio
- Playskool® Mr. Potato Head Super Spud
- Hasbro® Nerf® Elite Stryfe Mission Kit
- Disney® Doc McStuffins Doctor Bag & Doll Set
- Mega Bloks First Builders Tub
- Fisher-Price® Laugh & Learn Baby Grand Piano
- Playmobil® Knights or Princess Castle Set
- Little Tikes® Easy Score Basketball Hoop Set
- Fisher-Price® Thomas & Friends Quest for the Crown Trackmaster Set
- Dollie & Me 18" Doll

# KOHL'S

expect **great** things

- Disney® Sofia the First 10" Doll
- Black & Decker® Junior Play Workbench
- Kaotiks Whiplash Run Playset
- Hello Kitty® Airlines Playset

## Kohls.com Exclusive Toys

- MEEP! X2 Tablet Gift Set
- Zoomer Robotic Dog Gift Set
- Furby Boom!
- Jake & the Neverland Pirates Island Tiki Hideout Gift Set
- Fisher-Price® Little People® Disney Princess Clippity Clop Castle

At Kohl's and [Kohls.com](http://www.kohls.com) shoppers can find all the gifts to create magical holiday moments with quality national and exclusive brands at values they can appreciate. Kohl's customers can expect an enjoyable, convenient shopping experience, unbeatable savings opportunities, hassle-free policies, Kohl's Cares® cause program and a commitment to environmental responsibility. Additionally, gift givers can shop with confidence with Kohl's return policy, which gives shoppers a quick, convenient and "no questions asked" experience.

## 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 1,155 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](http://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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