



FOR IMMEDIATE RELEASE

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Kohl's Pioneers New Approach to Customer Engagement with Launch of Yes2You Rewards Loyalty Program

MENOMONEE FALLS, Wis., October 6, 2014 – [Kohl's Department Stores](#) (NYSE: KSS) today launched [Yes2You Rewards™](#) nationwide, introducing an innovative approach to customer loyalty focused on building deeper relationships to provide a more personalized, value-driven shopping experience at Kohl's stores and [Kohls.com](#).

"Kohl's is taking a true leadership position in retail loyalty, building on our decades of experience with our successful Kohl's Charge platform and the personal connections we make in stores and online with millions of customers every day," Michelle Gass, Kohl's chief customer officer. "We are confident in the potential of Yes2You Rewards as we have been testing variations of the program for two years and have enrolled more than 10 million members in the pilot phase alone."

"We are inspired by our customers and want to create personal connections to thank them for all the ways they interact with our brand," said Gass. "Yes2You Rewards is authentic to who we are as a company, offering exceptional value we know is important to our customers and allows us to engage in two-way dialogue to help deliver unique, meaningful experiences."

Yes2You Rewards gives customers more ways to save by earning points for every purchase at Kohl's stores nationwide and [Kohls.com](#). The program facilitates a seamless, omnichannel shopping experience allowing customers to shop when and where they want with added value and convenience. With program insights, Kohl's will deliver additional incentives and surprises that are personally relevant.

Yes2You Rewards offers a portfolio of incentives:

- **Save:** Members receive one reward point for every dollar spent and a \$5 reward for every 100 points earned with no limit on points, regardless of how they pay. In addition, members will receive eight savings offers per year, a birthday gift and will be notified of exclusive opportunities to earn bonus points for even more rewards.
- **Share:** For members who are in the giving spirit, Yes2You Rewards points can be shared with friends and family members who are also enrolled in the program. Points can also be donated to Kohl's Cares to support children's health and education initiatives nationwide.
- **Surprise:** We would tell you more, but that would ruin the surprise!

Customers can enroll in Yes2You Rewards – at no cost – in any Kohl's store nationwide, online at [Kohls.com/Rewards](#) or through the Kohl's mobile app on any smart phone. In conjunction with the launch of Yes2You Rewards, Kohl's expanded its mobile wallet, making it simple, easy and convenient for Yes2You Rewards members to track, redeem and share points.

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with 1,163 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at [Kohls.com](#) and via mobile devices. Committed to its communities, Kohl's has raised more than \$257 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 additional information about

Kohl's philanthropic and environmental initiatives, visit www.Kohls.com/Cares. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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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 guidance on the Company's targeted sales and earnings. 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, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

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For program details and full terms, please visit Kohls.com/Rewards.