



FOR IMMEDIATE RELEASE

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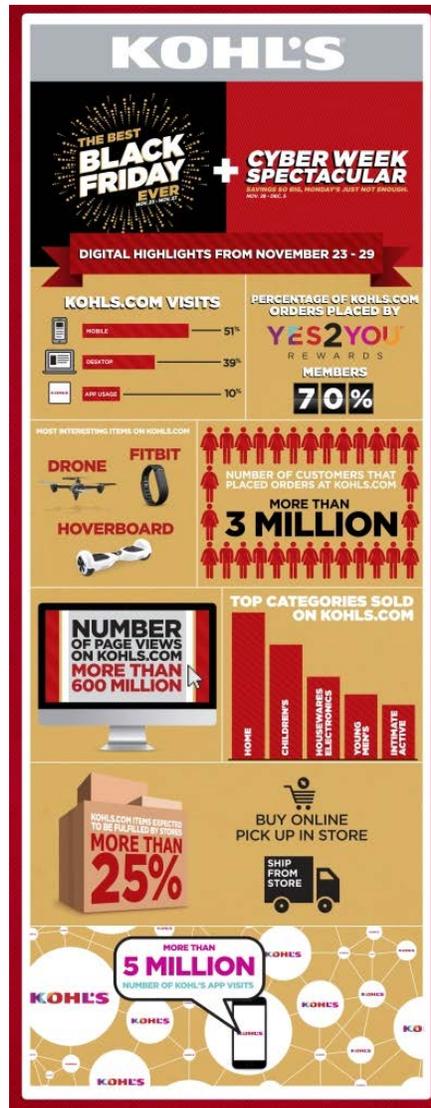
## Kohl's Shares Fun Facts and Great Stats from Kohls.com

MENOMONEE FALLS, Wis., November 30, 2015 – [Kohl's](#) (NYSE: KSS) today announced digital facts and stats from Black Friday week and the start of its Cyber Week events. Customers shopping Kohl's digitally are discovering deep online savings on top holiday gifts and amazing digital shopping tools that offer an easier and faster shopping experience than ever. Kohl's Cyber Week Spectacular will continue through Saturday, Dec. 5 offering [Kohls.com](#) customers phenomenal deals and incredible savings.

From Monday, November 23 through Sunday, November 29, top facts and stats on [Kohls.com](#) include:

- More than 600 million page views on [Kohls.com](#)
- More than 3 million customers placed orders on [Kohls.com](#)
- More than 5 million [Kohl's App](#) visits
- More than 70% of [Kohls.com](#) orders were placed by [Yes2You Rewards](#) members
- More than 25% of [Kohls.com](#) items expected to be fulfilled by stores either through Buy Online, Pick Up In Store or Ship From Store

# KOHL'S®



## 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. 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.

## About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with 1,166 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](http://Kohls.com) and via mobile devices. Committed to its communities, Kohl's has raised more than \$274 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](http://www.Kohls.com/Cares). For a list of store locations and information, or for the added convenience of shopping online, visit [www.Kohls.com](http://www.Kohls.com).

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