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Kohl's Unveils Sonoma Goods For Life with New Look and Inspired Design

Billion-dollar private brand Sonoma Goods for Life re-launches with new designs, in-store and online experience

MENOMONEE FALLS, Wis., March 14, 2016 – [Kohl's](#) (NYSE:KSS) announced the re-launch of the billion-dollar private brand, [Sonoma Goods For Life™](#), designed to offer a casual and easy lifestyle experience across all product categories to better serve today's families. As part of Kohl's focus on delivering amazing product, Sonoma Goods For Life's new, curated assortment delivers modern, useful and versatile fashion and home essentials and provides customers with goods that help them live smarter, simpler, better lives.

"As part of Kohl's Greatness Agenda, we want to inspire our customers by giving them amazing products that deepen their engagement with our brand," said Michelle Gass, Kohl's chief merchandising and customer officer. "Sonoma Goods For Life is one of Kohl's largest brands and also represents the greatest opportunity for growth. We're elevating the collection and creating a more exciting and cohesive offering. We believe that the new Sonoma will resonate with our customers and build great momentum for Kohl's."

"Sonoma Goods For Life is a reflection of how modern families live - rooted in those everyday pieces for your wardrobe and home you can't live without," said Michael Gilbert, Kohl's executive vice president of product development. "Our customers want value they feel good about and products with a purpose that look great, function well and are easy to wear. And that's exactly what Sonoma offers."

Sonoma Goods For Life's new brand essence will come to life through elevated in-store and online experiences including refreshed packaging, fixtures and graphics. The re-launch includes marketing support through dedicated broadcast across all major networks, cable, syndicated properties, online video, social media, direct mail distribution and personalized email communication.

Sonoma Goods For Life offers customers easy solutions across all categories including womens, mens and kids apparel, accessories, footwear, home décor, bedding, bath, furniture and beauty. Browse the updated apparel, accessories and home product at KohlsPressKit.com/SonomaGoodsForLife or visit Kohls.com/SonomaGoodsForLife for the new Kohls.com landing page experience.

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with more than 1,100 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 nearly \$300 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 <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.

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