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## **BOBBY FLAY SIGNS WITH FOOD NETWORK AND KOHL'S TO DEVELOP BRANDED KITCHENWARE AND ENTERTAINING PRODUCTS**

### *Flay is the First Celebrity Chef to Collaborate with Food Network on a Branded Product Line*

**NEW YORK, November 30, 2007** – Food Network and Kohl's Corporation (NYSE: KSS) today announced that Bobby Flay has signed on to develop his first collection of kitchenware and casual entertaining products to launch exclusively at Kohl's in spring 2008. Flay is the first celebrity talent to collaborate with Food Network on a branded line of products.

"Bobby Flay's bold and colorful approach to cuisine is a great fit with Kohl's and Food Network's mission to translate culinary expertise into unique and exciting products," said Sergei Kuharsky, general manager, Food Network. "Bobby has been an important member of the Food Network family for more than 13 years. We are excited to extend our partnerships with Kohl's and Bobby Flay."

The casual lifestyle brand will include cookware, dinnerware, kitchen gadgets, utensils, cutlery, kitchen textiles, kitchen electrics and barbeque tools. The brand will represent Flay's flare for food and entertaining with Mediterranean influences, bold colors and rich textures.

"As one of Food Network's most recognizable talents, Bobby Flay is a trusted authority on cooking, grilling and entertaining," said Kevin Mansell, president of Kohl's Corporation. "His enthusiasm and expertise make him an ideal partner in expanding the Food Network collection and delivering on Kohl's mission of offering world-class brands to customers nationwide."

"I am excited to launch these products with Food Network, a great partner to me for the past 13 years, and Kohl's, who knows the products I want to produce," Flay commented. "We want these products to be part of everyone's kitchen, and to inspire you to grill and entertain with them every weekend."

The announcement of Flay's new collection is part of Food Network's talent brand management strategy to take its celebrity chefs beyond TV and bring their culinary expertise home to the Food Network viewer in a variety of ways. In spring 2008, timed with the launch of the line, Food Network will make Flay a focal point in programming, online, events and brand extensions.

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## **Bobby Flay/2**

The original collaboration between Food Network and Kohl's, an exclusive collection of Food Network-branded products, launched at Kohl's stores nationwide and on Kohls.com this September. The network and retailer announced the partnership in 2006.

### **About Food Network**

FOOD NETWORK ([www.foodnetwork.com](http://www.foodnetwork.com)) is a unique lifestyle network and Web site that strives to be way more than cooking. The network is committed to exploring new and different ways to approach food - through pop culture, competition, adventure, and travel - while also expanding its repertoire of technique-based information. Food Network is distributed to more than 90 million U.S. households and averages more than seven million Web site users monthly. With headquarters in New York City and offices in Atlanta, Los Angeles, Chicago, Detroit and Knoxville, Food Network can be seen internationally in Canada, Australia, Korea, Thailand, Singapore, the Philippines, Monaco, Andorra, Africa, France, and the French-speaking territories in the Caribbean and Polynesia. The E.W. Scripps Company (NYSE:SSP), which also owns and operates HGTV ([www.hgtv.com](http://www.hgtv.com)), DIY Network ([www.diynetwork.com](http://www.diynetwork.com)), Great American Country ([www.gactv.com](http://www.gactv.com)) and FINE LIVING ([www.fineliving.com](http://www.fineliving.com)), is the manager and general partner.

### **About Kohl's Corporation**

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. A company committed to the communities it serves, Kohl's operates 929 stores in 47 states and has raised more than \$85 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program. 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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