

FINAL PRESS RELEASE

Kohl's Department Stores Announces Plans to Launch Exclusive American Idol Collection

Kohl's, FremantleMedia Enterprises, 19 Entertainment, LF USA, and Bravado partner to bring exciting collection to young shoppers during American Idol's top-rated 11th season

American Idol Airs Wednesdays and Thursdays 8/7c on FOX

MENOMONEE FALLS, Wis., March 21, 2012 – Kohl's Department Stores (NYSE:KSS), FremantleMedia Enterprises, 19 Entertainment, a division of CKX, Inc., LF USA, a subsidiary of Li & Fung Limited, and Bravado today announced plans to launch an exclusive American Idol apparel collection. Bringing together fashion, music and entertainment, the newly created American Idol fashion brand -- Authentic Icon (AI) -- will be available exclusively at Kohl's and Kohls.com beginning April 2012.

"This launch brings together a national retailer and award-winning television show to create a new collection for customers," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "We are excited to collaborate with American Idol, a leading entertainment platform in pop culture, and are confident this partnership makes Kohl's an immediate consumer destination this spring."

Prominently positioned in the junior's and young men's departments, the AI spring collection will be available in Kohl's stores through June to coincide with American Idol's 11th season.

"For over a decade American Idol has seamlessly woven fashion and music together to transform lives and create music icons," said David Luner, EVP of Consumer Products and Interactive for FremantleMedia Enterprises. "It was a natural extension to partner on a line of American Idol inspired apparel that captures the essence of our rich music, style and performance heritage."

LF USA's MESH division will design and produce the AI collection. Kohl's will be the exclusive retailer and support the brand with marketing such as national advertising, in store graphics, online and digital media, direct mail and public relations.

"The American Idol collection will build upon the powerful influence of music and entertainment on today's fashion conscious consumers," said Rick Darling, President of LF USA. "As consumers seek innovative and differentiated concepts, we are excited to partner with Kohl's and American Idol to deliver a unique and compelling fashion proposition."

"As a company dedicated to creating strategic value for our brands and artists through licensing, merchandising and integrated marketing, we couldn't be happier about the new partnership with Kohl's," said Chris Gannett, Chief Marketing Officer of CKX and its 19 Entertainment division. "With the AI line, we are extending the spirit of the American Idol brand into our fans' lives in an organic way."

American Idol is produced by 19 Entertainment, a division of CKX, Inc. and FremantleMedia North America, Inc.

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 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 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, or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

About FremantleMedia and Fremantle Media Enterprises

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of the RTL Group, Europe's largest television and radio broadcast company, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies. FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world. The FremantleMedia Group (which includes FremantleMedia North America, UFA, FremantleMedia UK, FremantleMedia Australia and Original Productions amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating nearly 10,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles. FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally produces such programmes as: Idols (co-produced with 19 Productions in the US), Hole In The Wall, Got Talent (co-produced with Syco in the UK and the US), The X Factor (co-produced with Syco in the UK), Take Me Out, Family Feud, The Price is Right, Farmer Wants A Wife, Gute Zeiten Schlechte Zeiten, and Neighbours.

About LF USA

LF USA is a subsidiary of Li & Fung Limited (SEHK:494), the Hong Kong-headquartered multinational group.

Li & Fung Limited is recognized as the world's leader in consumer goods design, development, sourcing and distribution. It manages the supply chain for retailers and brands worldwide with about 240 offices and distribution centers in more than 40 economies spanning across the Americas, Europe, Africa and Asia. Through its three interconnected Business Networks -- Trading, Logistics and Distribution -- the Group offers a spectrum of services that covers the entire supply chain end-to-end. Corporate website: www.lifung.com

About CKX, Inc.

CKX, Inc. is engaged in the ownership, development and commercial utilization of globally recognized entertainment content. The Company's current properties include the rights to the name, image and likeness of Muhammad Ali and Elvis Presley, and the operations of Graceland. Through its wholly-owned division 19 Entertainment, CKX owns proprietary rights to the *IDOLS* and *So You Think You Can Dance* television brands, including the

American Idol series in the United States and local adaptations of the *IDOLS* and *So You Think You Can Dance* television show formats which, collectively, air in more than 100 countries, as well as other television properties. Also through 19's recording and management groups, CKX has relationships with some of the biggest names in entertainment, including Carrie Underwood, Kelly Clarkson, Daughtry, Scotty McCreery, Adam Lambert, Haley Reinhart, Jordin Sparks, among others. For more information about CKX, Inc., visit its corporate website at www.ckx.com.

About Bravado

Bravado, the only global, 360 degree full service merchandise company, develops and markets high-quality licensed merchandise to a world-wide audience. The company works closely with new & established entertainment clients, creating innovative products carefully tailored to each artist or brand. Product is sold on live tours, via selected retail outlets and through web-based stores. Bravado also licenses rights to an extensive network of third party licensees around the world. The company maintains offices in London, Los Angeles, New York, Berlin, Paris, Tokyo and Sydney. Now under the Universal Music Group umbrella, Bravado is able to leverage a global sales and distribution network from the world's largest record company, as well as the group's significant marketing strength. Bravado artists include The Rolling Stones, Lady Gaga, Michael Jackson, Justin Bieber, Paul McCartney, Eminem, Kanye West, Metallica, Nickelback, Katy Perry, Guns 'N Roses, Red Hot Chili Peppers, Green Day and The Killers, among many others.

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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. 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.