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Kohl's Invites America to Celebrate #AllTheGoodStuff with Digitally-Led Oscars® Campaign

Kohl's will serve as the exclusive retail sponsor of the 88th Oscars on February 28, 2016

MENOMONEE FALLS, Wis., February 8, 2016 – [Kohl's](#) (NYSE: KSS) today announced, for the first time ever, the company will be the exclusive retail sponsor of the Oscars, airing February 28, 2016, live on ABC. Leveraging the cultural backdrop of the widely anticipated and highly viewed event, Kohl's digitally-led campaign will feature the company's expansive product assortment across home, beauty and fashion, while helping families enjoy the little moments that make life wonderful.

"The Oscars will be a major brand moment for Kohl's," said Will Setliff, Kohl's executive vice president of marketing. "The program is one of the highest viewed broadcast events of the year and will introduce Kohl's, on a bigger, more prominent stage, to new customers while also connecting with our core demographic. Kohl's is taking a unique approach, including an engaging social campaign, to break through the excitement of the Oscars – one that I'm confident will be memorable and well-represent all that Kohl's stands for."

While the Oscars honor cinematic achievements, Kohl's marketing campaign will celebrate the viewers' success and accomplishments. The month-long campaign, which kicks off today, focuses on genuine moments of gratitude and celebration of #AllTheGoodStuff in everyday life, culminating with compelling new broadcast spots and a second-screen viewing party on Hollywood's biggest night. Leveraging the excitement and cultural momentum leading up to, during and following the Oscars, Kohl's will deliver inspiration and everyday moments that resonate with families and viewers at home.

Social Activation

Kohl's social activation celebrates #AllTheGoodStuff by planning the ultimate Oscars viewing party for family and friends. Kohl's is partnering with actress and comedian, Vanessa Bayer and party-planner-for-the-stars, Mindy Weiss, to design the perfect viewing party. Viewers are encouraged to check out @Kohls on [Pinterest](#), [Twitter](#), [Facebook](#), and [Instagram](#), for Oscar®-party inspiration leading up to the event.

As Kohl's social followers are most engaged when they share personal stories, viewers are invited to share their own stories of appreciation for a chance to have their tweets read live on Oscars night by Vanessa Bayer at Kohl's exclusive live viewing party or to appear in a montage featuring the best appreciation videos submitted by fans across the country.

Exclusive Live Viewing Party

Kohl's will offer viewers a live, interactive, second-screen experience during the red carpet and commercial breaks through Periscope, which is now integrated into the Twitter interface. Viewers are invited to Vanessa Bayer's exclusive Oscars viewing party with her closest family and friends by following @Kohls on [Twitter](#). In addition, viewers can influence the party through interactive programming.

Broadcast Sponsorship

While the stars give their 'thank you' speeches on stage, Kohl's will highlight everyday moments that are appreciated with the same level of enthusiasm and gratitude through several brand spots airing throughout the program. Kohl's will celebrate #AllTheGoodStuff of everyday family life – the little moments of fulfillment – while tying back to some of the all-time greatest and most memorable Oscar acceptance speeches.

KOHL'S®

In addition to Kohl's multiple broadcast spots airing during the pre-show red carpet coverage and awards program, the sponsorship includes a digital package that extends Kohl's presence online, including exclusive sponsorship of red carpet coverage on Oscar.com.

The Oscars sponsorship is a springboard for Kohl's as the company moves into the spring and summer seasons. Kohl's will continue the conversation around #AllTheGoodStuff as it re-launches [Sonoma Goods for Life](#), Kohl's largest private brand, in early March and continues its focus on [active and wellness](#).

The 88th Oscars will be held on Sunday, February 28, 2016, at the Dolby Theatre® at Hollywood & Highland Center® in Hollywood, and will be televised live by the ABC Television Network at 7 p.m., ET/4 p.m., PT. The Oscar presentation also will be televised live in more than 225 countries and territories worldwide.

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 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. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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