



Kohl's Announces Partnership with Eddie Bauer

- *Eddie Bauer outdoor performance outerwear and apparel to launch in select Kohl's stores and on Kohls.com in Fall 2021*
- *Kohl's assortment will feature size-inclusive women's, men's and kids apparel with highly-functional, premium-quality performance features for any season or outdoor adventure*
- *Addition of the brand supports Kohl's overarching vision to become the retailer of choice for active and casual lifestyle*

MENOMONEE FALLS, Wis., February 8, 2021 – [Kohl's](#) (NYSE: KSS) announced today it will partner with Eddie Bauer to bring premium-quality performance outerwear and outdoor apparel for the entire family to Kohl's customers nationwide in Fall 2021. Kohl's will offer a wide array of apparel from the outdoor brand across women's, men's and kids – from a core assortment of year-round products to seasonal selections – in as many as 500 stores. In addition, Kohls.com will offer an expanded assortment of Eddie Bauer favorites including down jackets and parkas, performance bottoms, fleece, flannel, sleepwear, and more – providing families with everything they need for their outdoor adventures.

"We are excited to partner with Eddie Bauer, a brand synonymous with outfitting families for any activity or adventure, to bring their assortment of award-winning, high-quality activewear and outerwear to millions of Kohl's customers," said Doug Howe, Kohl's chief merchandising officer. "Eddie Bauer's rich heritage of designing authentic, functional apparel that inspires everyone to get outdoors combined with their passion for delivering differentiated, innovative products that meet the needs of today's consumer has made the brand a leader in the outdoor industry. The addition of the Eddie Bauer brand into our portfolio acutely aligns with our ambition to grow our active and outdoor business, and attract new and younger customers to Kohl's."

Beginning in Fall 2021, Kohl's customers will be able to shop Eddie Bauer's quality performance apparel designed with function, fabric and features in mind, such as moisture-wicking, packable, anti-pill, and UPF-rated items. Kohl's will offer a deep, size-inclusive assortment of Eddie Bauer merchandise for the whole family on Kohls.com, in addition to a rotating assortment of seasonally relevant offerings in as many as 500 stores, beginning with outerwear, fleece and flannel this fall.

"For more than 100 years, Eddie Bauer has been inspiring and empowering people to live their adventure, whatever that may be. Through quality apparel and gear that is built to last, and together with Kohl's, we will expand our reach, increase accessibility and bring the benefits of the outdoors to more communities," said Damien Huang, President of Eddie Bauer. "Kohl's is a trusted resource for active, casual and wellness products for the family and a known destination for quality brands at an incredible value."

The addition of Eddie Bauer bolsters Kohl's strategic goal to drive the Active category from 20 percent to at least 30 percent of its business, which includes driving growth in the outdoor category. Kohl's customer insights indicate that shoppers continue to look to Kohl's for their active and outdoor needs. Eddie Bauer joins Kohl's unmatched portfolio of active brands including Nike, Under Armour, adidas, Champion, and Columbia, as well its growing assortment of new national brands including Lands' End, TOMS and Cole Haan. Kohl's will also launch a new private label, specialty athleisure brand FLX this March.

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. The Company 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 the Company's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company's Annual Report on Form 10-K, and in Item 1A of Part II in the Company's Quarterly Report on Form 10-Q for the quarter ended May 2, 2020, which are expressly incorporated herein by reference, and other factors as may periodically be described in the Company's filings with the SEC. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer. With more than 1,100 stores in 49 states and the online convenience of Kohls.com and the Kohl's App, Kohl's offers amazing national and exclusive brands at incredible savings for families nationwide. Kohl's is uniquely positioned to deliver against its strategy and its vision to be the most trusted retailer of choice for the active and casual lifestyle. Kohl's is committed to progress in its diversity and inclusion pledges, and the company's environmental, social and corporate governance (ESG) stewardship. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl's impact in the community or how to join our winning team, visit [Corporate.Kohls.com](https://www.kohls.com/corporate) or follow @KohlsNews on Twitter.

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