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KOHL'S DEPARTMENT STORES PARTNERS WITH TONY HAWK, INC. TO OFFER EXCLUSIVE TONY HAWK SHOE COLLECTION

New License with Tony Hawk, Inc. Strengthens Kohl's Exclusive Partnerships to Bring World-Class Brands to Consumers Nationwide

MENOMONEE FALLS, Wis., February 1, 2007 – Kohl's Corporation (NYSE: KSS) today announced the signing of a license agreement, under which Tony Hawk, Inc. would grant exclusive rights to the Tony Hawk footwear brand to Kohl's. The license encompasses a range of footwear products, including fashion skate shoes and sandals, and will be in all Kohl's stores and Kohls.com beginning February 2007. License exclusions include the professional skate shoe category and sporting goods items defined as ski boots, snowboard boots, swim fins or other similar footwear sport performance items sold at sporting goods stores. Kohl's will be responsible for product design and Tony Hawk will be part of the design review process. Kohl's will manage sourcing, distribution, marketing and all other functions.

Tony Hawk, an action sports icon and the most influential athlete in skateboarding history, is the founder of the Tony Hawk footwear collection. He was ranked the number one vert ramp skateboarder in the world every year from 1984 to 1996. With a highly successful suite of licenses already in place, including his signature video games on a number of popular consoles and handheld platforms, Tony Hawk is one of the most visible links between the action sports world and the mainstream consumer market. Hawk is also the founder of Hawk Clothing, which was sold to Quiksilver, Inc. in 2000 and was exclusively licensed to Kohl's in 2005.

"We are excited to expand our brand offerings at Kohl's, further connecting more people with action sports culture," said Tony Hawk. "With the success of the Hawk apparel line and now the new shoe collection, both exclusively at Kohl's, we are even more committed to keeping the line true to our culture."

"As a boardriding legend, Tony Hawk has strong name recognition among Kohl's young male shoppers and their parents. We look forward to developing the Tony Hawk Shoe collection as an extension of the Tony Hawk Clothing line, offering an alternative cross-category brand that addresses the style demands of today's young male shopper," said Kevin Mansell, president of Kohl's. "This exclusive partnership with Tony Hawk, Inc. strengthens our mission to deliver world-class brands to consumers and continues to differentiate Kohl's in the marketplace."

About Kohl's

Based in Menomonee Falls, Wis., Kohl's 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. By the end of April, Kohl's will operate 834 stores in 46 states.

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

About Tony Hawk, Inc.

Tony Hawk, Inc. is a world leader in its field with the unprecedented ability to bring alternative sports and their unique lifestyle to the masses while maintaining an indispensable edge of authenticity with the market's hard-core, trendsetting audience. Founded by Tony Hawk in 1998 and based in Vista, CA, the company is organized into five segments: merchandising, events, endorsements, film and digital. These lifestyle sports include skateboarding, BMX, motocross, surfing and snowboarding. Consumer goods bearing the Tony Hawk brand have dominated several markets, including interactive games, skateboard hard goods, lifestyle apparel, toys and more. For more information, visit tonyhawk.com.

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