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## **Kohl's Expands Intimate Category**

*Successful Exclusive and Private Brand Strategy Continues*

*Moments, daisy fuentes and Simply Vera Vera Wang Intimate Collections will Offer Consumers a Wider Selection of Quality Lifestyle Brands*

MENOMONEE FALLS, Wis., May 24, 2007 - Kohl's Corporation (NYSE:KSS)

announced the launch of Moments, its first private brand intimate collection.

Additionally, two new exclusive brand collections, daisy fuentes, available in June, and Simply Vera Vera Wang, available in September, will also launch in intimates. These three new brands together will represent Kohl's largest introduction to-date in the intimate area.

"We are pleased to extend our successful exclusive and private brand strategy into the intimate area. From apparel to home, our customers are clearly responding to these exclusive brands as evidenced by our strong sales, said Kevin Mansell, Kohl's president.

"These new offerings will meet the diverse needs and desires of our female shoppers, from fashion to value, further differentiating us in the marketplace."

These new collections are natural additions to Kohl's well recognized and successful national brands. The Moments collection will initially launch this June in more than 200 stores and on Kohls.com, ultimately expanding to all stores by spring 2008. The daisy fuentes collection will hit all stores nationwide and Kohls.com in June, and Simply Vera Vera Wang intimates will launch in all stores and Kohls.com in September.

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The Moments collection is designed to fit every minute in a woman's day – active, relaxing, romantic and special – and focuses on superior fit, quality, value and style. Moments will offer modern styles for every-day wear and also a fashion collection that highlights emerging trends. The Moments collection will launch with bra and pant styles. The fashion pieces will initially offer a variety of camisoles, bras, boy shorts and thongs.

The daisy fuentes intimate collection features bras, camisoles and pants that are designed to seamlessly transition from day to night. This collection builds on the successful daisy fuentes brand at Kohl's.

The Simply Vera Vera Wang collection features modern styling, luxury materials and novelty treatments and will include foundations and sleepwear. The intimate collection is an important element of the overall Simply Vera Vera Wang lifestyle brand, which will be the biggest brand launch in Kohl's history.

**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. Kohl's operates 834 stores in 46 states. For a list of store locations and information, or for the added convenience of shopping online, visit Kohl's Web site at [www.kohls.com](http://www.kohls.com).

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