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**Kohl's Announces New Private Brand Collection in Children's
*Jumping Beans, Largest Launch in Children's to Build on Kohl's Exclusive and
Private Brand Strategy***

MENOMONEE FALLS, Wis., February 21, 2008 - Kohl's Corporation (NYSE:KSS) announced the launch of Jumping Beans, a new private children's playwear brand. The new cross category brand, the largest introduction in children's, will include quality apparel and home products at a great price. Jumping Beans apparel is now available in all Kohl's stores nationwide and Kohls.com. Home products will be added to the assortment in May 2008.

Jumping Beans invites moms to get inspired with colorful, easy-to-wear, easy-to-care for mix and match tops and bottoms that focus on style, quality and value. Apparel is sized for boys and girls from newborn to 7 years old.

"We are excited to build upon our exclusive and private brand strategy with the introduction of Jumping Beans, our largest launch in the children's category," said Kevin Mansell, president of Kohl's. "The new children's collection will meet the diverse needs and desires of our female shoppers from fashion to quality and exceptional value."

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The launch of Jumping Beans is supported by marketing efforts including in-store graphics, Kohls.com, direct mail advertising and direct outreach for Kohl's Most Valued Customer members.

Jumping Beans have long captured the imagination and curiosity of children. Their energetic quality is the inspiration behind the name of the new children's collection and provided essential characteristics of the brand – fun, active and easy.

The new brand is a natural addition to Kohl's existing line-up of exclusive and private brands and comes on the heels of recent announcements like Dana Buchman and FILA SPORT and successful launches like Simply Vera Vera Wang and Food Network.

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. By the end of April, Kohl's will operate 958 stores in 47 states, and in the fall of 2008, Kohl's will celebrate the opening of its 1000th store. A company committed to the communities it serves Kohl's has raised more than \$85 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program. For a list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

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