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Kohl's to Feature Dr. Seuss Books and Characters for a Cause

For a limited time, Kohl's Cares for Kids® offers collector's edition Dr. Seuss books and plush

MENOMONEE FALLS, Wis., January 15, 2009 – In the words of Dr. Seuss, "The more that you read, the more things you will know. The more that you learn, the more places you'll go."

[Kohl's Corporation](#) (NYSE:KSS) is making it easy and affordable to read more of Dr. Seuss's imaginative, tongue-twisting creations by offering collector's editions of favorite Seuss books and coordinating plush characters to benefit kids across the nation through the Kohl's Cares for Kids® program. For a limited time, Kohl's will feature special collector's editions of Dr. Seuss's "I Can Read with My Eyes Shut," "Mr. Brown Can Moo! Can You?," "If I Ran the Zoo," and "And To Think That I Saw It on Mulberry Street," Seuss's first children's book. The books and exclusive coordinating plush, including the beloved Cat in the Hat, are available for just \$5 each at more than 1,000 Kohl's stores nationwide and online at Kohls.com.

"We're proud to offer collector's editions of these favorite Dr. Seuss books and lovable plush characters at a price that helps customers stretch their budgets. They can also feel good knowing that 100 percent of the net profits from sales benefit children across the nation," said Julie Gardner, executive vice president and chief marketing officer of Kohl's Department Stores. "Dr. Seuss is unmatched in the world of children's literature for his timeless classics that teach children the importance of honesty, integrity and respect."

Dr. Seuss began his career as a children's book author in 1937 with the publication of "To Think That I Saw It on Mulberry Street," the tale of a young boy's imaginative recounting of things he sees on his way home from school. He followed up with nearly 50 additional children's books and became renowned for an inimitable style that featured nonsensical characters and tongue-twisting verse. Throughout the years, Dr. Seuss helped generations of children learn to read by engaging their imaginations with creative illustrations and rhymes. His books have sold more than 500 million copies worldwide, and are published in 17 languages throughout 92 countries.

At Kohl's, 100 percent of the net profits from sales of the Dr. Seuss books and plush will benefit children's health and education initiatives nationwide. Since the Kohl's Cares for Kids program's inception in 2000, Kohl's has turned \$5 merchandise into more than \$102 million that has made a difference in the lives of children.

In addition to the merchandise program, Kohl's Cares for Kids features the [Kohl's Kids Who Care®](#) Scholarship Program, which launches Feb. 1 and will recognize more than 2,000 young volunteers with a total of nearly \$350,000 planned in scholarships and prizes; the A-Team Program, which encourages associate volunteerism and provided more than \$3.2 million in grants to youth-focused nonprofit organizations in 2007 alone; and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.kohlscorporation.com.

The next Kohl's Cares for Kids program will hit stores nationwide and Kohl's.com in early May 2009.

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About Kohl's

Based in Menomonee Falls, Wis., Kohl's (NYSE: [KSS](#) - [News](#)) 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 1,004 stores in 48 states. A company committed to the communities it serves; Kohl's has raised more than \$102 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.

About Dr. Seuss

Theodor Seuss Geisel, a.k.a. Dr. Seuss, was born on March 2, 1904 in Springfield, Massachusetts. Winner of the Pulitzer Prize in 1984, an Academy Award, three Emmy Awards, three Grammy Awards, and three Caldecott Honors, Geisel wrote and illustrated 44 books for children including such beloved classics as *The Cat in the Hat*, *Green Eggs and Ham*, and *How The Grinch Stole Christmas!*. Theodor Geisel died on September 24, 1991, but Dr. Seuss lives on, inspiring generations of children of all ages to explore the joys of reading.

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