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Kohl's Department Stores Offers \$5 Books from Best-Selling "If You Give..." Series *Kohl's makes reading affordable and entertaining now through the holiday season*

MENOMONEE FALLS, Wis., October 6, 2009 – [Kohl's Department Stores](http://Kohls.com) (NYSE: KSS) reminds shoppers that "if you give" a great gift, it can be affordable! Now through the end of December, Kohl's is offering the best-selling "If You Give..." series by Laura Numeroff and illustrated by Felicia Bond including "If You Take A Mouse To The Movies," "If You Give A Pig A Party," "If You Give A Cat A Cupcake," and "If You Give A Moose A Muffin." The books and exclusive plush toys are available for just \$5 each at more than 1,000 Kohl's stores nationwide and online at Kohls.com.

The "If You Give..." books and the plush toys are the newest offering from the Kohl's Cares for Kids® program. Through the Kohl's Cares for Kids® program, Kohl's gives 100 percent of the net profit from the sale of the books and plush toys to benefit children's health and education initiatives nationwide. Since the program's inception in 2000, Kohl's has turned \$5 merchandise into more than \$126 million to help make a positive difference in the lives of children.

"We know our customers are looking for ways to stretch their budgets now and during the upcoming holiday season. These cherished children's books and plush toys offer an incredible value at just \$5 each," said Julie Gardner, executive vice president and chief marketing officer of Kohl's Department Stores. "What's best about our Kohl's Cares for Kids® program is that you can feel good giving these gifts because the net profit goes to children's health and education initiatives nationwide."

"If You Give a Mouse a Cookie," was published in 1985 and launched the "If You Give..." series, which have become children's favorites. The stories feature a comedic chain of events and use playful language along with engaging illustrations that make them an enjoyable read for both children and adults.

"I'm really excited to work with the Kohl's Cares for Kids® program. It is so rewarding to know that my books are making a difference for children nationwide," said Laura Numeroff.

"Mouse, Moose, Pig and Cat have brought so much joy to children all over the world. I'm happy that the 'If You Give...' books are part of the wonderful Kohl's Cares for Kids® program!" said Felicia Bond.

For music lovers, this season's Kohl's Cares for Kids program also features an exclusive "Christmas in the Country" CD for just \$5 featuring 12 favorite country artists including Carrie Underwood, Kenny Chesney, Alan Jackson, Brad Paisley, Brooks & Dunn, Martina McBride, Kellie Pickler, Sara Evans, Keith Anderson, Patty Loveless, Lonestar and Johnny Cash.

In addition to the merchandise program, Kohl's Cares for Kids® features the [Kohl's Kids Who Care®](http://Kohls.com) Scholarship Program, which recognized more than 2,000 young volunteers in 2009 with a total of \$350,000 in scholarships and prizes; the A-Team Program, which encourages associate volunteerism and provided more than \$5.6 million in grants to youth-focused nonprofit organizations in 2008; and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.kohls.com.

The next Kohl's Cares for Kids program hits stores nationwide and Kohls.com at the end of December.

About Kohl's

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. Kohl's operates 1,059 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$126 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.