



**FOR IMMEDIATE RELEASE**

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**Kohl's Builds on Exclusive Brand Strategy With Expansion of Successful  
ELLE Partnership Into Home Category**

*ELLE DECOR to Launch Exclusively in Select Kohl's Stores and Kohls.com this Fall*

MENOMONEE FALLS, Wis., April 27, 2010 - Kohl's Corporation (NYSE:KSS) and Lagardère Active today announced a multi-year licensing agreement to expand its successful *ELLE*-branded lifestyle collection into the home category with an *ELLE DECOR* line of contemporary home furnishings. This is the first time Lagardère Active Enterprises has entered into a retail partnership with the *ELLE DECOR* brand, which will be available exclusively in approximately 350 Kohl's stores and Kohls.com beginning in September 2010.

Building on Kohl's exclusive and private brand strategy, the launch of the *ELLE DECOR* home furnishings line supports the continued growth of its exclusive brand portfolio, which accounted for approximately 44 percent of sales in 2009, up 2 percent from 2008. The *ELLE*-branded fashion collection launched in spring 2007 and experienced rapid growth due to strong customer response. The *ELLE DECOR* collection will be designed and managed out of Kohl's corporate headquarters in Menomonee Falls, Wis.

"The expansion of our *ELLE*-branded lifestyle collection into the home category leverages the strong equity from an existing brand and increases its penetration across the store," said Don Brennan, senior executive vice president of Kohl's Department Stores. "We continue to differentiate Kohl's with exclusive, world-class partnerships and remain committed to growing market share."

"We are excited to extend the successful business partnership with Kohl's," says Fabrice A. Plaquevent, CEO, Lagardère Active Enterprises. "*ELLE DECOR* is America's most stylish home magazine, and this collection will bring Kohl's customers style, inspiration and glamour into their homes."

The *ELLE DECOR* collection will initially launch with home and domestic products, including decorative pillows, frames, accent items, candles and holders and small

furniture at a great value. Prices for the collection will range from \$9.99 to \$149.99 before any of Kohl's savings opportunities.

Kohl's will collaborate with Lagardère Active Enterprises on the *ELLE DECOR* product design. Additionally, Kohl's will lead the development, distribution and marketing of the *ELLE DECOR* collection.

### **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 1,067 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](http://www.kohls.com).

### **About *ELLE DECOR* and Hachette Filipacchi Media U.S. ([www.hfmus.com](http://www.hfmus.com))**

America's most stylish magazine for the home, *ELLE DECOR* has covered trendsetting interiors and must-have home furnishings for 20 years. The leading edition in a worldwide network of 25 ELLE DECO publications, the magazine reaches more than two million readers, and its influence extends over five continents. *ELLE DECOR* ([www.elledecor.com](http://www.elledecor.com)) is published by Hachette Filipacchi Media U.S. ([www.hfmus.com](http://www.hfmus.com)), a company of Lagardère Active.

### **Cautionary Statement Regarding Forward-Looking Information**

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to those described in Item 1A in Kohl's Annual Report on Form 10-K, which is expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC.

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