



**Contacts:** Vicki Shamion  
Kohl's  
262.703.1464  
vicki.shamion@kohls.com

Julie Lando  
Kohl's  
262.703.1335  
julie.lando@kohls.com

## **KOHL'S DEPARTMENT STORES EXPANDS ITS NEW YORK DESIGN OFFICE TO NEW MANHATTAN LOCATION**

*New Location Supports Growth of Exclusive and Private Brand Strategy*

MENOMONEE FALLS, Wis. (January 5, 2010) – Kohl's Corporation (NYSE: KSS) today announced the relocation of its New York design office from 1359 Broadway to 1400 Broadway and is scheduled to open in June 2010. Designed to support the growth of Kohl's exclusive brands, the new location is more than double the size of the previous office.

Kevin Mansell, Kohl's chairman, president and CEO said, "We continue to differentiate Kohl's through our exclusive partnerships and remain committed to bringing world-class brands to customers nationwide. Having a New York presence has been instrumental in growing our exclusive and private brand strategy, which accounted for 45 percent of sales through the third quarter of this year, up over two percent compared with last year. The new location allows us to manage our existing brands and support anticipated growth as we continue to focus on growing market share."

Kohl's opened its New York design office in January 2007 to be in close proximity to the design source and management of exclusive partnerships. Today, the New York design office houses designers and support associates to manage the design and development of seven licensed brands, including Simply Vera Vera Wang, Food Network, ELLE, Dana Buchman, Candie's, Chaps Home and FILA Sport.

Peggy Eskenasi, Kohl's executive vice president of product development said, "To support the growth and incredible success we've seen with our exclusive and private brands, it's important our New York design office has a space that can sustain existing brands while allowing for additional growth of our exclusive brand portfolio so we can deliver the absolute best quality, style and value to shoppers."

Designers and others interested in career opportunities in Kohl's New York design office are encouraged to visit [www.kohls Careers.com/newyorkoffice/](http://www.kohls Careers.com/newyorkoffice/) for more information and a current list of available positions.

-more-

### **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](http://www.Kohls.com).

### **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.

###