



FOR IMMEDIATE RELEASE

Contact:

Jen Johnson, 262.703.5241 or jen.johnson@kohls.com

Sydney Hofer, 262.703.2242 or sydney.hofer@kohls.com

Kohl's Creates Buzz with *Toy Story* Books and Plush Toys for \$5

Buzz, Woody, and the Toy Story crew help Kohl's support children's health and education initiatives nationwide

MENOMONEE FALLS, Wis., May 5, 2010 – Buzz Lightyear and Woody return to theaters in Disney/Pixar's *Toy Story 3*, opening in June, but they're making a stop at [Kohl's Department Stores](#) (NYSE: KSS) first. Get ready for a *Toy Story* adventure with exclusive books and plush toys from the hit films. Buzz Lightyear, Woody, and Rex the Dinosaur, along with coordinating *Toy Story* and *Toy Story 2* books from Disney Book Group, are available at Kohl's for just \$5 each through the Kohl's Cares for Kids® program, with 100 percent of the net profit from the sale of these items benefitting children's health and education initiatives nationwide. Since the program's inception ten years ago, Kohl's has turned \$5 merchandise into more than \$150 million to help make a positive difference in the lives of children.

"This season, the Kohl's Cares for Kids program gets kids excited about reading by bringing the magic of movies into living rooms by offering *Toy Story* books and plush toys," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "When opening a book to relive the *Toy Story* adventure with their kids, customers can also feel great knowing that, at Kohl's, \$5 helps make a positive difference in their community."

Kohl's Cares for Kids serves up something for adults, as well this season. *Top Secret Restaurant Recipes*, a cookbook from best-selling author and recipe clone king Todd Wilbur, reveals key ingredients and the secret-yet-simple steps for duplicating famous foods from well-known restaurants.

For the music lover, the *Kickin Back Country* CD, offers a summer soundtrack featuring the music of artists Clint Black, Willie Nelson, Waylon Jennings, Phil Vassar, Gretchen Wilson, Montgomery Gentry, Sara Evans, Mary Chapin Carpenter, Tracy Byrd, Pam Tillis, Pat Green, Diamond Rio and Eddy Raven.

All items are available for just \$5 each at more than 1,000 Kohl's stores nationwide or online at Kohls.com.

In addition to the merchandise program, Kohl's Cares for Kids features the [Kohl's Kids Who Care®](#) Scholarship Program, which recognizes more than 2,100 young volunteers with a total of \$410,000 in scholarships and prizes this year; the A-Team Program, which encourages associate volunteerism and provided more than \$10 million in grants to youth-focused nonprofit organizations last year alone; and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.kohlscorporation.com.

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. Kohl's operates 1,067 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$150 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.