



FOR IMMEDIATE RELEASE

Contact:

Vicki Shamion, 262.703.1464 or vicki.shamion@kohls.com

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

Kohl's Unveils Exclusive Merchandise from ELLE to Support Women's Health

100 percent of the net profit will be donated to support the fight against breast cancer

MENOMONEE FALLS, Wis., August 8, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) invites customers to join the fight against breast cancer this fall with a new collection from the Kohl's Cares® cause merchandise program. The newest collection, designed by ELLE, will be available now through the end of October and offers fashionable, on-trend apparel, accessories and gifts which can be found in all 40 Wisconsin Kohl's stores and online at [Kohls.com](#), with 100 percent of the net profit donated to support the fight against breast cancer.

Available for only \$5 and \$10 each, the ELLE collection features a variety of chic and stylish apparel and accessories that support women's health. From tees, pajama pants and shorts to scarves, candles and totes, all items are designed in fashionable fall colors and Parisian prints while sporting the signature pink ribbon. In Wisconsin Kohl's stores, the breast cancer cause merchandise has its own center aisle display where all items are located in one spot to make it easy for customers to support the cause. To view the entire collection or to purchase these items online, visit [Kohls.com/Cares](#).

"We are excited to unveil our newest collection, designed by ELLE, from our Kohl's Cares cause merchandise program," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "This new and exciting collection supports the fight against breast cancer in a fashion-forward way and offers customers the opportunity to be stylish and value-conscious while supporting women's health this season."

Kohl's cause merchandise supporting the fight against breast cancer is available year-round, with 100 percent of the net profit donated to the cause. Kohl's also supports women's health with a commitment of \$7 million over three years to the American Cancer Society's Midwest Division and the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® to support breast cancer research, education and patient-assistance programs.

The Kohl's Cares women's health initiative builds upon Kohl's long history of charitable involvement in the communities it serves. Since 2000, Kohl's and the Kohl's Cares program have combined to give approximately \$43.4 million to support charitable initiatives in the metro-Milwaukee area. In addition, over the past 10 years, the company's Kohl's Cares cause merchandise program, which sells plush toys and books, has raised more than \$208 million to benefit children's health and education initiatives nationwide.

For more information on Kohl's community giving or to view Kohl's Cares cause merchandise, visit [Kohls.com/Cares](#).

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. With a commitment to environmental leadership, Kohl's operates 1,134 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$208 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise 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, or join the discussion on Facebook <http://www.facebook.com/kohls> or Twitter <http://twitter.com/Kohls>.

###