FOR IMMEDIATE RELEASE

KOHL'S DEPARTMENT STORES AND XIX ENTERTAINMENT ANNOUNCE EXCLUSIVE RETAIL SPONSORSHIP OF ¡Q' VIVA! THE CHOSEN

LOS ANGELES – (January 13, 2012) –Jennifer Lopez, Marc Anthony, Jamie King, Simon Fuller and XIX Entertainment today announced that Kohl's Department Stores (NYSE: KSS) has signed on as the exclusive retail sponsor of ¡Q'VIVA! THE CHOSEN. This groundbreaking docu-journey celebrating Latin culture, music, and dance is making its Spanish-language U.S. debut January 28, 2012 on Univision and will also air on leading networks throughout the Americas.

"From a business perspective, we're interested in organic extensions that allow us to leverage and maximize our investment in the Jennifer Lopez and Marc Anthony lifestyle collections which launched in fall 2011," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "We view ¡Q'VIVA! THE CHOSEN as an excellent opportunity to extend our brand and increase our mass market reach."

Kohl's sponsorship includes paid media, publicity, promotions, events, product placement and brand integrations across print, broadcast, digital and mobile platforms. Both the Jennifer Lopez and Marc Anthony collections will be prominently featured within the series, and worn by Jennifer, Marc and some cast members and other participants.

Q'Viva! The Chosen is a groundbreaking series that travels to 21 countries including the United States and countries in Latin America, looking for authentic, genuine and talented entertainers. The program will document Jennifer, Marc, and Jamie's epic transcontinental journey in finding the best Latin talent, "The Chosen". The artists are currently in the United States for a once in a lifetime chance to be part of a spectacular live show that will be the greatest celebration of Latin music and performance arts the world has ever seen.

For more information on ¡Q'VIVA! THE CHOSEN, please visit www.qvivathechosen.com and www.blackberry.com/qviva. For TV quality footage and high-resolution photography, please visit https://www.epk.tv/view/#/campaign/q-viva/ . For online quality footage please visit http://bit.ly/sykueX .

Exclusive content is available on the ¡Q'VIVA! THE CHOSEN social media pages:
Facebook.com/qvivathechosen
Twitter.com/qviva
Youtube.com/qviva

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. With a commitment to environmental leadership, Kohl's operates 1,127 stores in 49 states. In support of the communities it serves, Kohl's has raised more than $180 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.

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