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**Kohl's Features Vibrant Guy Parker-Rees Illustrated Books,
Coordinating Plush Toys and Tote Bag for \$5**

100 percent of net profit supports children's health and education initiatives nationwide

MENOMONEE FALLS, Wis., May 9, 2012 – [Kohl's Department Stores](#) (NYSE: KSS) invites young readers and parents to take a walk on the wild side while giving back to the community with the latest Kohl's Cares® cause merchandise program. Now through the end of June, Kohl's features exclusive Guy Parker-Rees illustrated storybooks, *Down by the Cool of the Pool*, *Dinosaurumpus!* and *Giraffes Can't Dance*, through the Kohl's Cares® cause merchandise program. Hardcover editions, coordinating plush toys, and matching tote bag are available at Kohl's stores nationwide and online at Kohls.com for just \$5 each, with 100 percent of the net profit benefitting children's health and education initiatives nationwide.

"These delightfully colorful children's books illustrated by Guy Parker-Rees and coordinating plush toys are sure to provide hours of enjoyment to children this summer and parents can feel good knowing their purchase supports programs that give back to their community," said Julie Gardner, Kohl's executive vice president and chief marketing officer. "The Kohl's Cares program has raised more than \$208 million over the past 10 years and at only \$5 each, these books are a fun and affordable way for parents to keep kids interested in reading all summer long."

Guy Parker-Rees' adorable animal illustrations will excite readers as they learn about the importance of individuality with colorful books and plush toys. The sounds of the jungle will come to life in the pages of these must-have children's stories, now available in hardcover along with coordinating plush frog, monkey and giraffe toys and an illustrated tote bag – all for just \$5 each.

"I am thrilled that children will both enjoy and benefit from my illustrated story books. I aim to capture exuberance in my illustrations and to inspire children to be true to themselves, while supporting one another," said Guy Parker-Rees. "I am honored to have books featured at Kohl's and am excited to be a part of a program that does so much to promote children's health and education."

Kohl's Cares Cause Merchandise for Kids

- ***Down by the Cool of the Pool*** – Children will love to sing and dance along as the story comes alive with animal sounds and celebration!
- ***Giraffes Can't Dance*** – This adorable story will teach children about the importance of individuality in a tale of a giraffe with two left feet.
- ***Dinosaurumpus!*** – Read this fun story aloud to children and watch their excitement as they get a glimpse into the life of a dinosaur. Who knew dinosaurs could dance? This book and coordinating plush are available exclusively at Kohl.com only.
- **NEW ITEM: *Down by the Cool of the Pool tote bag*** – Resourceful and cute, this multi-purpose tote bag is great for the pool, a sleepover or even a trip to the grocery and features a vibrant illustration from *Down by the Cool of the Pool* – a must have for summer!



Kohl's Cares Cause Merchandise for Grown-Ups

Kohl's is treating adults to a tasty way to support children's health and education with two cookbooks that are great for the entire family. Beat the summer heat and treat friends and family to a variety of homemade popsicles featured in *POPS! Icy Treats for Everyone* by Krystina Castella. Adults can also learn to master the art of outdoor grilling with *Good Housekeeping: Grilling* cookbook. Each cookbook is available for just \$5 – a real value!

In addition to the merchandise program, Kohl's Cares features the Kohl's Cares Scholarship Program, which last year recognized more than 2,100 young volunteers with a total of \$410,000 in scholarships and prizes; the Associates in Action program, which encourages associate volunteerism and provided more than \$10 million in grants last year to youth-focused nonprofit organizations and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.Kohls.com/Cares.

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 1,134 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>.