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Contact:

Jen Johnson, Kohl's Department Stores, 262.703.5241 or jen.johnson@kohls.com

Charlie Hepp, American Cancer Society, 262.523.5517 or charlie.hepp@cancer.org

Nikki Panico, Susan G. Komen, 414.389.4881 or nikkipanico@komensoutheastwi.org

Kohl's Donates \$1.7 Million to Support the Fight Against Breast Cancer

Donation to expand Kohl's existing partnerships with American Cancer Society and Susan G. Komen

MENOMONEE FALLS, Wis., July 23, 2013 – [Kohl's Department Stores](#) (NYSE: [KSS](#)) today announced the continuation of its partnerships with both the American Cancer Society and the Southeast Wisconsin Affiliate of Susan G. Komen with a \$1.7 million donation from Kohl's and its philanthropic platform, Kohl's Cares®. The additional funding will allow both organizations to support and expand education and patient-assistance programs.

Kohl's partnership with the American Cancer Society includes its role as the local presenting sponsor for the 2013 American Cancer Society Making Strides Against Breast Cancer walk in Milwaukee and flagship sponsor for walks in Green Bay, Fox Valley and Eau Claire. Kohl's Cares will also serve as the local presenting sponsor of the 2013 Susan G. Komen Southeast Wisconsin Race for the Cure in September for the fourth consecutive year.

"Kohl's is pleased to continue our partnerships with both the American Cancer Society and Susan G. Komen," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "We are proud to support the fight against breast cancer, including programs that provide important resources to help local women."

American Cancer Society

The [Kohl's Breast Health for Women](#) program, in partnership with American Cancer Society, focuses on keeping women healthy, reducing their risk of getting breast cancer, providing access to breast cancer screenings, and supporting women diagnosed with breast cancer to make informed decisions about their care and address barriers to treatment.

"The American Cancer Society estimates that approximately 4,490 Wisconsin women will be diagnosed with breast cancer this year alone," said David Benson, American Cancer Society, Midwest Division executive vice president. "Our partnership with Kohl's Cares continues to meet a critical need in our community. By working together, we're able to help local women and their families learn ways to prevent and detect breast cancer early and find supporting services as they undergo treatment."

The donation of \$1 million to the American Cancer Society over the next year will help sustain current programs and fund the following program enhancements:

- **Additional Online Resources:** Upgrades will be made to acskohlsbreasthealth.com, offering visitors additional services including a diet and exercise tracker, healthy recipes, and a breast cancer screening tracker. Online enhancements will also allow visitors to more easily share success stories on a variety of social channels.
- **Breast Health Guidebooks:** The American Cancer Society will continue to distribute breast health guidebooks containing important information on breast health, free of charge to the public. In an effort to distribute even more guidebooks at more local events, smaller versions of the guidebooks with the same important breast health information will be distributed for convenience and ease of use.

Southeast Wisconsin Affiliate of Susan G. Komen

Kohl's Conversations for the Cure, a grassroots educational program that encourages women to take action for their breast health, continues to serve as the cornerstone of the Kohl's Cares partnership with the Southeast Wisconsin Affiliate of Susan G. Komen. In addition, Kohl's Southeast Wisconsin Breast Health Assistance Fund aids in supporting Kohl's Conversations for the Cure by providing funds for screening, diagnostic and treatment services for low income women.

"We are thrilled to continue our partnership with Kohl's Cares," said Nikki Panico, Susan G. Komen executive director. "The number of local women who are benefitting from this partnership continues to grow, and we look forward to expanding our reach to assist more Wisconsin women and families in need of breast health services."

The donation of more than \$700,000 over the next year will help retain current Kohl's Cares programs and fund the following Kohl's Conversations for the Cure program enhancements:

- **Program Expansion:** Previously focused in inner-city Milwaukee, Kohl's Conversations for the Cure will expand into suburban Milwaukee, Racine, Waukesha, and Walworth counties targeting specific communities where a need for breast health services and information has been identified.
- **Calendar Tool:** A new [public calendar](#), launched in May 2013, provides details about upcoming public Kohl's Conversations for the Cure events in an effort to increase breast health awareness and access to information.

Kohl's partnership with the American Cancer Society and the Southeast Wisconsin Affiliate of Susan G. Komen 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 more than \$60 million to support charitable initiatives in the metro-Milwaukee area. In addition, over the past 12 years, the company's Kohl's Cares kids cause merchandise program, which sells plush toys and books, has raised more than \$231 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 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 1,155 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$231 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, join the discussion on Facebook (<http://www.facebook.com/kohls>) or Twitter (<http://twitter.com/Kohls>) or get inspired on Pinterest (<http://pinterest.com/kohls/>) and Instagram (<http://instagram.com/kohls>).

About the American Cancer Society

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we mark our 100th birthday in 2013, we're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit

investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

About Susan G. Komen

Nancy G. Brinker promised her dying sister, Suzy, she would do everything in her power to end breast cancer. Today, Susan G. Komen® works to end breast cancer in the U.S. and throughout the world by investing more than \$750 million in breast cancer research and \$1.5 billion in community outreach programs over the past 30 years; providing funding to help low-income and uninsured women get screened and get treatment; advocating for cancer research and outreach programs; and working globally in more than 30 countries. For the past fifteen years, Komen Southeast Wisconsin is working to better the lives of those facing breast cancer in the local community. They join more than a million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Southeast Wisconsin Race for the Cure®, Komen Southeast Wisconsin has invested \$7.6 million in community breast health programs in eight counties. Up to 75 percent of net proceeds generated by the Affiliate stays in southeast Wisconsin. The remaining income goes to the national Susan G. Komen Grants Program to fund research of which Komen SE Wisconsin has invested \$2.6 million. For more information, call 414.389.4888 or visit Komensoutheastwi.org

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