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**KOHL'S IS A TOP CHOICE FOR BLACK FRIDAY THIS YEAR WITH FAN-POWERED PARTNERS
INCLUDING JENNIFER LOPEZ AND ABC AT AMERICAN MUSIC AWARDS**

Program Garner's More Than 2 Billion Impressions with Innovative Omni-Channel Experience

MENOMONEE FALLS, Wis., November 27, 2013 – On Sunday, Kohl's Department Stores (NYSE: KSS) launched an unprecedented partnership bringing together Jennifer Lopez, the ABC Network and American Music Awards (AMA) to launch the "Get Jennifer There" holiday campaign and inaugural New Artist of The Year award; An interactive, real-time marketing campaign which ultimately put the power of choice in America's hands.

"The level of excitement and engagement exceeded our expectations," said Michelle Gass, Kohl's chief customer officer. "This event was the perfect way to kick off the biggest retail week of the year, expanding our social relevance and connection with customers."

Jennifer's route to the awards show was left in America's hands on Sunday night. After producing seven commercials, only four aired based on how viewers selected the path she traveled. Giving America even more to engage with, Kohl's let consumers choose who would become the New Artist of the Year award winner.

Here is a look at the success of the campaign:

- The Kohl's New Artist of the Year award generated over 1.7 billion impressions
- On the eve of the AMAs, 233 million impressions were generated for Kohl's alone
- Overall impressions for Kohl's Black Friday campaigns increased nearly 400 percent year over year
- Kohl's and Jennifer Lopez generated more than 260,000 social media mentions on Sunday night alone
- The final Jennifer Lopez spot that aired received an overwhelming 863 million impressions including all social media conversations

With this level of engagement, it's clear that when it comes to Black Friday, there is only one choice everyone is talking about - Kohl's. To see the replay of the spots, visit getjennifertthere.com and for additional information on Kohl's Black Friday shopping, visit Kohls.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. With a commitment to environmental leadership, Kohl's operates 1,158 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>).

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