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Kohl's Department Stores and Wisconsin State Fair Announce Renewal of Kohl's Family Value Day Partnership

*Kohl's Family Value Day to Provide Discounted Fair Admission on August 5
and a Fair Experience at Children's Hospital of Wisconsin*

West Allis, Wis. – March 19, 2013 – The Wisconsin State Fair and the Wisconsin State Fair Park Foundation today announced they will continue their partnership with [Kohl's Department Stores](#) (NYSE: KSS) through the Kohl's Cares program. The renewed partnership will result in the third annual **Kohl's Family Value Day** on Monday, August 5 for Fairgoers during the 2013 Wisconsin State Fair. **ALL Fairgoers will be eligible for discounted Fair admission from 8 a.m. until 6 p.m.** Adults will receive admission for \$5 (a 50 percent savings), and youth 11 and under will receive FREE admission (up to a \$6 savings).

"Kohl's is committed to providing great value to our customers every day, and we are proud to help provide that same value to Wisconsin families who attend the Fair on Kohl's Family Value Day," said Kevin Mansell, Kohl's chairman, president and chief executive officer. "Kohl's Family Value Day has been extremely successful over the last two years and we are looking forward to providing even more families the opportunity to visit the Fair at a deep discount and create lasting memories."

Additionally, through a generous donation from Kohl's Cares, Children's Hospital of Wisconsin patients and their families will enjoy a special re-creation of a "Fair Day" at the hospital during the 2013 Fair. Participants will be able to experience elements of the Wisconsin State Fair including activities, Fair performers, a visit from the Fairest of the Fairs and traditional Fair food.

Kohl's Department Stores and the Kohl's Cares program support children's health and educational initiatives in communities nationwide and are a natural fit with the mission of both Wisconsin State Fair and the Wisconsin State Fair Park Foundation. Wisconsin State Fair strives to offer an affordable, educational and entertaining event for the community and the Foundation aims to provide Wisconsin youth with positive and enriching experiences and supports the endeavors of Wisconsin State Fair Park.

"Partnering for the third year in a row with Kohl's allows us to offer our Fairgoers a chance to enjoy the great family-friendly exhibits and attractions found at the Wisconsin State Fair at a remarkable value," said Rick Frenette, chief executive officer, Wisconsin State Fair Park. "In a challenging economy, our partnership with Kohl's makes it possible for us to provide our guests the ability to experience the Fair when they may not have otherwise been able to."

Kohl's has a 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 \$55 million to support charitable initiatives in the metro-Milwaukee

area. Through the Kohl's Cares program, special merchandise is sold throughout the year with 100 percent of the net profit benefitting children's health and education programs nationwide. For more information on Kohl's philanthropic efforts, visit www.kohlscorporation.com.

About Wisconsin State Fair

The Wisconsin State Fair, presented by U.S. Cellular, will take place **Thursday, Aug. 1 through Sunday, Aug. 11**. The annual Wisconsin State Fair is the state's largest agricultural showcase, offering endless family entertainment at an exceptional value. The State Fair features the exciting SpinCity Amusement Ride and Game Area, 30 FREE stages, numerous educational exhibits, plenty of shopping and hundreds of food and beverage options. Stay connected by visiting WiStateFair.com, facebook.com/wistatefair and twitter.com/wistatefair.

About Wisconsin State Fair Park Foundation

The Wisconsin State Fair Park Foundation is a 501(c)(3), not-for-profit organization dedicated to supporting Wisconsin State Fair Park youth programming, the Tommy G. Thompson Youth Center, and future facility planning and development at Wisconsin State Fair Park. The Foundation is dedicated to the belief that providing youth with positive experiences will ensure the development of responsible citizens and future leaders. It currently supports Wisconsin Livestock Breeders Master Stockman Scholarships, Wisconsin State Fair Youth Day Camp, and improvements at the Tommy G. Thompson Youth Center. For information on all of the Foundation's programs, visit www.wsfoundation.org.

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 1,155 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>).

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