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**Kohl's Department Stores Partners with AwesomenessTV on Breakthrough
New Fashion Line and Original YouTube Series**
*Limited-edition junior's capsule collection launches
exclusively at Kohl's beginning fall 2014*

MENOMONEE FALLS, Wis., September 3, 2014 – [Kohl's Department Stores](#) (NYSE: KSS) and [AwesomenessTV](#) today announced a partnership to launch S.o. R.a.d., a seven capsule limited-edition junior's fashion line and [Life's S.o. R.a.d.](#), an original four season YouTube series featuring top teen influencers. The first S.o. R.a.d. junior's capsule will launch at Kohl's and Kohls.com on September 22, 2014.

"We partnered with Kohl's because we shared a vision for revolutionizing the typical approach to consumer products," said James D. Fielding, Global Head of Consumer Products and Retail at AwesomenessTV. "Kohl's is also where our audience shops, making them the perfect fit for the S.o. R.a.d. brand."

"We are thrilled to partner with a cutting-edge company like AwesomenessTV and leverage the power of their new frontier of YouTube influencers to bring amazing product to our junior's shoppers," said Will Setliff, Executive Vice President of Marketing at Kohl's. "We recognize the growing value of digital content creation and social media consumption, and are confident this new platform will create genuine, organic conversation among our teen demographic."

The first S.o. R.a.d. capsule will be priced from \$30 - \$48 and will feature dresses, sweaters, skirts, knits and leggings for the junior's girl, drawing influence from urban edge, Tokyo pop and pretty princess style.

"We are excited to be a first mover with AwesomenessTV into this new entertainment channel and give our junior's shoppers the opportunity to wear on-trend looks inspired by the YouTube generation," said Amy Kocourek, Executive Vice President and GMM of Juniors and Kids at Kohl's. "Filled with uniquely styled and fashion-forward pieces, our S.o. R.a.d. brand fits the way real girls dress and allows them to express their own individual style."

Life's S.o. R.a.d., the multi-part original scripted AwesomenessTV series, will debut on September 19, starring [Amanda Steele](#) and [Lia Marie Johnson](#) in an imaginative depiction of their involvement in the S.o. R.a.d. brand's creation. Each episode will engage viewers in an authentic social conversation using #sorad on Twitter and Instagram to drive excitement about the new fashion line. Each of the series' seasons will feature a different pair of influencers and completely unique storylines.

The series will live on the AwesomenessTV YouTube channel, which has over 1.7 million subscribers and over 400 million views, and be promoted across the AwesomenessTV multi-channel network, which has over 52 million subscribers and over 5 billion views. The campaign will also be supported by videos by Amanda and Lia Marie, which will live on their own YouTube channels.

"We understand that our teen audience wants to engage with both content and influencers, that's why the S.o. R.a.d. campaign operates on so many levels," said Brian Robbins, Founder and CEO at AwesomenessTV. "We developed the brand first, found the perfect partner to execute in Kohl's and then created an original series that positions Kohl's as a style destination in a cool way."

The launch of the S.o. R.a.d. junior's collection is supported by Kohl's and AwesomenessTV with an integrated advertising and marketing campaign that spans print and digital media. Kohl's is showcasing the collection with content across all social channels, including Facebook, Twitter, Instagram, Pinterest, Google+ and YouTube. Kohl's will also have interactive graphics linking to the episodes in most stores.

About AwesomenessTV

AwesomenessTV, a next generation multi-platform media company serving the global teen audience and one of the most subscribed to teen destinations on YouTube, is a wholly owned subsidiary of DreamWorks Animation (Nasdaq: DWA). Included under the AwesomenessTV banner are AwesomenessTV, a channel featuring scripted and reality series including *IMO*, *Make Me Over*, *Austin Mahone Takeover*, *Cheerleaders*, *The Jenn and Andrea Show!*, *Side Effects* and *Runaways*; the ATV Network, a community based MCN focused on discovering and supporting the next generation of YouTube stars, Awesomeness Music, Big Frame and DreamWorksTV. Beyond the YouTube platform, AwesomenessTV produced and distributed the feature film *Mindless Behavior: All Around the World* as well as the *AwesomenessTV* series and *Terry the Tomboy* movie on Nickelodeon. AwesomenessTV is headed by Brian Robbins (*Smallville*, *Varsity Blues*, *All That*) and Joe Davola (*In Living Color*, *Smallville*, MTV Networks).

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with 1,160 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, the company offers amazing national and exclusive brands, incredible savings and inspiring shopping experiences in-store, online at Kohls.com and via mobile devices. Committed to our communities, Kohl's has raised more than \$257 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 additional information about Kohl's philanthropic and environmental initiatives, visit www.Kohls.com/Cares. For a list of store locations and information, or for the added convenience of shopping online, visit www.Kohls.com.

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Cautionary Statement Regarding Forward-Looking Information

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to those described in Item 1A in Kohl's Annual Report on Form 10-K, which is

expressly incorporated herein by reference, and other factors as may periodically be described in Kohl's filings with the SEC

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