



FOR IMMEDIATE RELEASE

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Kohl's is the First Place to Stop and Best Place to Shop for Black Friday Deals

Kohl's will open at 6 p.m.* on Thanksgiving Day

MENOMONEE FALLS, Wis., November 3, 2016 – [Kohl's](#) (NYSE: KSS) will be the *First Place to Stop* and *Best Place to Shop* for Black Friday deals this year, offering customers exclusive savings opportunities they won't find anywhere else on the most exciting products and brands of the season. The five day savings event kicks off Monday, November 21 and will be overflowing with exclusive Black Friday Doorbusters and Deals in store and online all week long. For this limited time, customers can save even more when take advantage of our amazing \$15 [Kohl's Cash](#) for every \$50 spent!

For those customers eager to get a jump-start on their shopping lists, Kohl's will be offering Black Friday Deals in store and on [Kohls.com](#) today only! Kohl's entire Black Friday advertisement can be viewed [here](#). Highlights include:

Kohls.com Exclusive Doorbusters

Kohl's will offer a selection of online-exclusive one-day-only Doorbusters rotating Monday, November 21 through Wednesday, November 23 on [Kohls.com](#). Must-have items include:

- \$449.99 Serta 10" gel memory foam mattress (queen size) *Earn \$105 in Kohl's Cash† with purchase!*
- \$379.99 LG 50" 1080p LED TV *Earn \$105 in Kohl's Cash† with purchase!*
- \$279.99 Bestway Lay-Z-Spa Miami inflatable hot tub *Earn \$75 in Kohl's Cash† with purchase!*
- \$139.99 KitchenAid 13-cup food processor *Earn \$30 in Kohl's Cash† with purchase!*

Thanksgiving Doorbusters

From 6 p.m.* Thanksgiving Day through 1 p.m. Friday, November 25, or while supplies last, Kohl's will offer Black Friday Doorbusters available in store and for the first time ever on [Kohls.com](#). For added convenience, Doorbusters will be marked with balloons in store so customers can locate them easily. Must-have items include:

- \$249.99 Samsung 40" HD 1080p LED smart TV with built-in Wi-Fi *Earn \$75 in Kohl's Cash† with purchase!*
- \$249.99 Sony PlayStation 4 500GB Uncharted console bundle *Earn \$75 in Kohl's Cash† with purchase!*
- \$249.99 Microsoft Xbox One S 500GB Minecraft favorites console bundle *Earn \$75 in Kohl's Cash† with purchase!*
- \$129.99 Fitbit Charge 2 heart rate + fitness wristband *Earn \$30 in Kohl's Cash† with purchase!*
- 50% off select toys *Earn \$15 in Kohl's Cash† for every \$50 spent!*

Week-long Black Friday Deals

More than 500 Black Friday deals will be available throughout the week on the season's most sought-after toys, electronics, kitchen appliances, jewelry and more. [Kohls.com](#) shoppers can begin taking advantage of Black Friday deals starting Monday, November 21. Kohl's Black Friday Deals will be available in store on Thursday, November 24 at 6 p.m.* and all day Friday, November 25. Must-have items include:

- \$349.99 Razor Hovertrax 2.0 self-balancing scooter *Earn \$105 in Kohl's Cash† with purchase!*
- \$129.99 Ninja Mega Kitchen system *Earn \$30 in Kohl's Cash† with purchase!*
- \$79.99 Propel cloud rider HD 2.4 GHz quadcopter with HD camera *Earn \$15 in Kohl's Cash† with purchase!*
- \$29.99 Vivitar high definition 5.1 MP action camcorder
- \$14.99 Brilliance jewelry made with Swarovski crystals or Swarovski zirconia

Save even more when you sign up for [Yes2You Rewards!](#) Members earn one point for every dollar they spend, and receive a \$5 reward for every 100 points, no matter how they pay, with no limit on points earned and no cost to join. For Yes2You Rewards program details and full terms visit [Kohls.com/rewards](#).

#KohlsBestGiftEverSweepstakes

From November 9 through November 30, customers will have the chance to win the most exciting Black Friday product through #KohlsBestGiftEverSweepstakes on Twitter. Customers can either retweet one of Kohl's sweepstakes tweets to win the product

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featured or tweet @Kohls with a link or photo of a Kohl's product they'd like to win while using #KohlsBestGiftEverSweepstakes. Official rules can be viewed [here](#).

Even More Ways to Save

Customers can easily maximize their Black Friday savings by earning and redeeming [Kohl's Cash](#) and [Yes2You Rewards](#) on every item in the store, including the most coveted gifts like Apple, American Girl and Nike – a savings opportunity they can only get at Kohl's.

- **Only Once a Year – \$15 Kohl's Cash:** From Monday, November 21 through Saturday, November 26, customers will once again earn an amazing \$15 [Kohl's Cash](#) for every \$50 spent! This only happens once per year!
- **Yes2You Rewards:** [Yes2You Rewards](#) members earn one point for every dollar they spend, and receive a \$5 reward for every 100 points, no matter how they pay, with no limit on points earned and no cost to join.
- **Kohl's Charge:** [Kohl's Charge](#) customers will save at least 25 percent on their first day's purchases when they open an account on Kohls.com and at stores nationwide. Subject to credit approval.

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.

About Kohl's

Kohl's (NYSE: KSS) is a leading specialty department store with more than 1,100 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 its communities, Kohl's has raised nearly \$300 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 <http://www.Kohls.com/Cares>. For a list of store locations and information, or for the added convenience of shopping online, visit [www.Kohls.com](#).

Connect with Kohl's:

Facebook (<http://www.facebook.com/Kohls>)

Twitter (<http://twitter.com/Kohls>)

Google+ (<http://plus.google.com/+Kohls>)

Pinterest (<http://pinterest.com/Kohls>)

Instagram (<http://instagram.com/Kohls>)

YouTube (<http://www.youtube.com/Kohls>)

NOTE: Kohl's welcomes media to its stores during Black Friday. To contact your local store about shooting b-roll or photos or to request a local interview during the holiday season, please visit [Kohl's Store Locator](#) and connect with the Store Manager.

* Store hours may vary by locations. See [Kohls.com](#) for details.

†Kohl's Cash® redeemable in store and online 11/27-12/5, 2016 for coupons earned 11/21-11/26, 2016. Kohl's Cash® is not legal tender. No cash back. Kohl's Cash® Earn: Customer will receive a \$15 Kohl's Cash® coupon for every \$50 spent in a single transaction during the stated earn window. Kohl's Cash® coupon is earned on the amount of customer purchases after all applicable discounts are applied and before tax is imposed. Qualifying customer purchases exclude the purchase of Gift Cards. Kohl's Cash® Redeem: Coupon can be redeemed during the stated redeem window with any other offer. Kohl's Cash® coupons and other dollar-off discounts will be applied prior to percent-off total purchase discounts/coupons. Kohl's Cash® coupon may not be redeemed (1) on purchases of Kohl's Cares® cause merchandise or other charitable items; (2) to purchase Gift Cards; (3) as price adjustments on prior purchases; (4) to reduce a Kohl's Charge or any third-party charge account balance; or (5) to pay for any services or fees, including taxes and shipping. If merchandise purchased earning a Kohl's Cash® coupon is subsequently returned or price adjusted, the value of the Kohl's Cash® coupon previously earned and/or the amount of the merchandise refund will be reduced to reflect any unearned value. Return value of merchandise purchased with a Kohl's Cash® coupon may be subject to adjustment. Coupon is nontransferable. See associate for details.

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