

KOHL'S®

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Kohl's Cares Holiday Collection Offers Family Favorites That Give Back

100 percent of net profit supports children's health initiatives nationwide

MENOMONEE FALLS, Wis., September 20, 2016 – [Kohl's](#) (NYSE: KSS) invites families to celebrate the holiday season with special gifts that give back from the new [Kohl's Cares](#)® collection. Beloved hardcover books and classic characters including Curious George, Paddington, Madeline and Corduroy are available now through the end of December for just \$5 each. More incredible than the price, 100 percent of net profit supports children's initiatives nationwide.

"Our program is simple and powerful. The Kohl's Cares collection is a wonderful way for our customers to have a hand in helping the community by purchasing quality gifts that support children's health initiatives across the country. It's a great way to embrace the spirit of giving during the holidays," said Jen Johnson, Kohl's vice president of corporate communications.

Books and toys featured in the Kohl's Cares holiday collection include:

- *Paddington* book and Paddington toy
- *Curious George Goes to a Chocolate Factory* book and Curious George toy
- *Corduroy* book and Corduroy toy
- *Madeline* book and Madeline toy
- *The Big Book of Bedtime Stories* book
- *'Tis the Season* cookbook
- Holiday CD



In addition to classic children's books and toys, the new Kohl's Cares collection features some unique items. *The Big Book of Bedtime Stories* is an enchanting resource filled with seven different stories to help get little ones to sleep soundly at night. *'Tis the Season* cookbook is brimming with recipes for memorable holiday feasts and delicious treats that are ideal for seasonal celebrations and more. For more than 70 years, Curious George, the mischievous monkey has been delighting generations with his antics and adventures. In *Curious George Goes to a Chocolate*

Factory, young readers will be entranced by George's love of candy and his playful investigation into how it is made. The collection is available now on Kohls.com and at Kohl's stores nationwide.

Holiday Giftables – New This Year!

New this holiday season, Kohl's Cares will offer gift givers a novel assortment of incredible items for the entire family! Perfect for stockings or under the tree, and there is something for everyone! Pieces are priced at \$5, \$8 and \$12 each, with 100 percent of the net profit supporting children's initiatives nationwide. The collection will be available starting at the end of November at Kohl's stores nationwide and on Kohls.com. The new Kohl's Cares giftables include:

- 3 pack travel edition of adult coloring books, Orig. \$8
- *Night Before Christmas* book and plush bundle, Orig. \$8
- No-sew fleece throw, Orig. \$12
- Crayola Winter Adventure Creativity Kit, Orig. \$8
- Color and Create Your Own Cards, Orig. \$5
- Christmas Movie Trivia, Orig. \$5

To date, Kohl's has raised nearly \$300 million through the Kohl's Cares merchandise program. To reinforce the company's commitment to children and families, and with your help, Kohl's has provided financial support to hospitals across the country. The donations fund hospital outreach programs focused on children's health initiatives and address the specific issues needed most in each hospital's community.

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.

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