



FOR IMMEDIATE RELEASE

Contacts:

Lisa Hellman, Lisa.Hellman@Kohls.com, 917-339-7149

Molly Verette, Molly.Verette@Kohls.com, 262-703-7008

Kohl's Amplifies Holiday Toy Collection with Industry-Leading Brands
Announces new retail partnership with American Girl

MENOMONEE FALLS, Wis., September 8, 2016 – [Kohl's](#) (NYSE: KSS) announces an enhanced in-store and online toy assortment this holiday with even more of the hottest brands and products across the most popular toy categories of the season. This includes a retail partnership with American Girl, a premium brand loved by girls of all ages, to carry the 2016 Girl of the Year products and new WellieWishers line in more than 1,100 Kohl's stores across the country. With one-of-a-kind exclusives, new trusted brands and expanded gifts, Kohl's and [Kohls.com](#) is *the* destination this holiday for must-have toys.

"Customers can rely on Kohl's for an impressive selection of the season's most wanted toys and iconic national brands that are sure to deliver memorable moments for families this holiday," said Michelle Gass, Kohl's chief merchandising and customer officer. "With exciting new brands like American Girl hitting our shelves, Kohl's offers gift-givers an incredible value on the most coveted toys that top children's wish lists."

Only at Kohl's

New this year, consumer-favorite American Girl has partnered with Kohl's to be the select carrier of its popular 2016 Girl of the Year Lea doll and related accessories. The assortment includes tropical-inspired doll outfits, accessories and girls' apparel that reflect Lea's travel and adventure themes. The 2016 Girl of the Year products will be available in-store only in more than 1,100 Kohl's stores nationwide starting Monday, October 3 through the end of the year, or while supplies last. Prices will range from \$24 for accessories to \$120 for the doll and book. The Lea collection items available at Kohl's include:

- 2016 Girl of the Year Doll and Accessories
 - 2016 Girl of the Year Lea Doll and Book
 - Lea's Rainforest Hike Outfit and Accessories for Dolls
 - Lea's Mix-n-Match Swim Set for Dolls
 - Lea's Beach Accessories for Dolls
 - Lea's Beach Picnic Set for Dolls
- Lea-Themed Girls' Apparel and Accessories
 - Lea's Dress for Girls
 - Lea's Rainforest Dreams Pajamas for Girls
 - Lea's Adventure Tee for Girls

Top New Toys

Customers can find the most sought-after brands and toys with the company's strong assortment of new merchandise. For the first time, toys ranging from fun-loving WellieWishers dolls and accessories from American Girl to innovative STEM products by Meccano and Fisher-Price that combine learning science, technology, engineering and math, all while having fun, will be available at Kohl's and [Kohls.com/toys](#). Top new merchandise includes:

- American Girl WellieWishers dolls (Available in-store only)
- BB8 App-Enabled Droid by Sphero
- Razor Hovertrax 2.0
- Fisher-Price Code-A-Pillar
- Magformers Rainbow 30-Piece Set
- Y-Volution Y-Fliker Air A1 Scooter
- Funko POP! Five Nights at Freddy's Collectibles
- Playskool Mr. Potato Head Marvel Iron Man vs. Spider-Man with Hulk Pieces (Exclusively at Kohl's)
- Num Noms Lip Gloss Truck
- Squinkies Squinkieville Club House
- Lion Guard Figure 5-Pack
- Nerf Modulus



Amplified Tech Assortment

For kids of all ages, interactive products are back and better than ever. The new and expanded tech toy collection now includes a deeper selection of industry-leading brands and enhanced technology options. Find favorites such as Furby Connect, Skyviper drones and Zoomer pets. Count on Kohl's for these tech toys:

- Furby Connect (Available at Kohls.com only)
- Skyviper drone HD Streaming Drone
- Razor Powercore E90 Electric Scooter
- Spin Master Zoomer Chimp
- Spin Master Meccano Meccasaur
- Spin Master Hatchimals
- World Tech Mini Orion (Available at Kohls.com only)
- WowWee CHiP the Robot Pup
- WowWee Coji The Coding Robot
- *Star Wars* The Force Band by Sphero
- Sphero Spider-Man App-Enabled Connected Toy

Hottest Licensed Properties

Gift giving is made even easier this year with a new in-store destination that brings together key categories inspired by the most popular shows and movies. Merchandise celebrating coveted entertainment properties, such as Disney TSUM TSUM, *Trolls* and Shopkins, will come together in one space with character toys, apparel, accessories and sleepwear. Action figures, games, masks and lightsabers will also be carried along with all new exclusives revealed on Friday, September 30 when *Star Wars: Rogue One* product arrives at Kohl's stores nationwide and Kohls.com. Find must-have favorites and collectibles including:

- Disney TSUM TSUM Plush and Collectibles
- *Trolls* Poppy's Hair Salon (Exclusively at Kohl's)
- Shopkins Sweet Spot + Shoppie Doll (Exclusively at Kohl's)
- *Star Wars* Mashers of the Galaxy from Playskool Mr. Potato Head (Exclusively at Kohl's)
- Marvel Captain America Magnetic Roleplay Set (Exclusively at Kohl's)
- Funko POP! Marvel Captain America 75th Anniversary Collectibles (Exclusively at Kohl's)
- Paw Patrol Lookout Playset (Exclusively at Kohl's)
- Pegga Pig School and Bus Playset (Exclusively at Kohl's)
- Barbie Puppy Mobile (Exclusively at Kohl's)
- Hot Wheels Mega Garage (Exclusively at Kohl's)

Incredible Savings

On top of offering the best toys of the season, Kohl's makes it easy to save this holiday. Customers who sign up for Kohl's [Yes2You Rewards](#)® will find extra savings every time they shop. Members earn one point for every dollar they spend, no matter how they pay, with no limit on points earned and no cost to join. They also receive a \$5 reward for every 100 points in addition to other exciting benefits, like guaranteed savings offers, chances to earn bonus points and more. Only at Kohl's, customers can earn \$10 Kohl's Cash for every \$50 spent in store or online during Kohl's Cash promotions. Best of all, there is no limit to how much customers can earn, and they can use it to save on a future purchase.

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>)

KOHL'S®

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

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

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

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

STAR WARS and related properties are trademarks and/or copyrights, in the United States and other countries, of Lucasfilm Ltd. and/or its affiliates. © & TM Lucasfilm Ltd.

###