



FOR IMMEDIATE RELEASE

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Kohl's Offers First Day-Worthy Essentials for Best School Year Ever

Kohl's will donate up to \$1 million to AdoptAClassroom.org

MENOMONEE FALLS, Wis., July 19, 2016 – This back-to-school season, Kohl's (NYSE: KSS) is providing the confidence the whole family needs to kick off the best school year yet. With an expansive selection of apparel and footwear that kids crave most, incredible savings parents approve of, and a seamless shopping experience in-store and across digital platforms, Kohl's is *the* destination for everything kids need to feel good about themselves on the first day of school. Additionally, Kohl's will donate up to \$1 million to AdoptAClassroom.org to help ensure kids and teachers get the basic essentials they need to succeed this year.

"The first day of school is an exciting time for students and an important time for families, as they get ready to tackle the new school year. We want to help boost every kid's confidence the minute they put on the perfect first-day-of-school outfit," said Michelle Gass, Kohl's chief merchandising and customer officer. "We believe every student should feel good about themselves and have what they need at school to succeed. So, this year, we're happy to support AdoptAClassroom.org to provide more teachers and students with everything they need for a great start."

The School Year Starts Here

Kohl's back-to-school marketing campaign, *The School Year Starts Here*, celebrates the incredible feeling kids have when they put on outfits they love, giving them the confidence they need to succeed in school and the satisfaction parents feel knowing their kids will accomplish amazing things in the year ahead. Broadcast integrations with Today Show, Telemundo and Univision and curated product assortments on Kohls.com, including back-to-school must-haves hand-picked by social influencers, will inspire customers to put together the perfect head-to-toe outfit. Additionally, through social activations, including a YouTube video series, Kohl's will ignite an aspirational conversation around families' #BigPlans for the year ahead and offer product solutions to enhance the memorable milestones they celebrate together.

First Day-Worthy Essentials

Kohl's offers a full assortment of wardrobe staples including sneakers, denim and tees from trusted brands like Nike, Levi's, adidas, Converse, Mudd and SO that kids will want to wear on the first day back.

- **Sneakers:** Put your best foot forward with both casual and active brands, including Nike, ASICS, New Balance, FILA, Converse, Skechers and Stride Rite.
- **Denim:** From distressed to embellished, find the perfect style with an expansive selection of Levi's, Lee, Rock & Republic, Mudd and SO denim.
- **Tees:** Wear a cozy tee every day of the week. Choose from various brands and styles, including graphic tees from Captain America, Nike and adidas, as well as baseball and striped tees from SO, Mudd, Candie's and Jumping Beans.

- **Active Wear:** Get the whole family moving together with brands like Nike, adidas, FILA SPORT, Gaiam, New Balance and ASICS.
- **Backpacks:** Pick out the perfect backpack from our broad assortment of quality and stylish brands, including JanSport, Nike, Disney character and Mudd.
- **Dorm:** Storage, bedding, bath, décor and furniture solutions from Simple By Design and LC Lauren Conrad will inspire the perfect home away from home.

#KohlsClassroomDonation

This back-to-school season, Kohl's will donate a minimum of \$250,000 up to \$1 million to [AdoptAClassroom.org](https://www.adoptaclassroom.org) to ensure students and teachers have the essentials they need to make it a successful year. Customers can join in and give back this season in the following ways:

- **Snap, Share, Donate:** Celebrate back-to-school with Kohl's by sharing photos of first day moments on Facebook, Instagram and Twitter. For every first day photo posted using #KohlsClassroomDonation, Kohl's will donate \$5 to [AdoptAClassroom.org](https://www.adoptaclassroom.org).
- **Cash In and Give Back*:** From Thursday, July 28 through Sunday, July 31, earn Kohl's Cash on purchases at Kohl's stores or on [Kohls.com](https://www.kohls.com) and receive a special [AdoptAClassroom.org](https://www.adoptaclassroom.org) version of Kohl's Cash. From August 1-14, Kohl's will donate \$1 to [AdoptAClassroom.org](https://www.adoptaclassroom.org) for every Kohl's Cash coupon redeemed.

For more information on Kohl's partnership with [AdoptAClassroom.org](https://www.adoptaclassroom.org) visit [Kohls.com/ClassroomDonation](https://www.kohls.com/ClassroomDonation).

Shopping Made Easy

Kohl's customers will enjoy incredible savings opportunities and a seamless experience in-store and across digital platforms when shopping for all their back-to-school needs.

- **Buy Online, Pick Up Near Campus:** Customers shopping [Kohls.com](https://www.kohls.com) for apparel and dorm essentials can choose Buy Online, Pick Up In Store, select the Kohl's store closest to campus and stop into the store once they arrive at school to make moving in a breeze.
- **Kohl's Mobile App:** [Kohl's mobile app](https://www.kohls.com/mobile) features the option to scan and store Kohl's gift cards, Kohl's Cash and savings offers, and easily manage and redeem [Yes2You Rewards](https://www.kohls.com/yes2you) points in the mobile wallet for easy access at checkout. In addition to browsing and shopping by category, customers will experience Store Tools, a store mode for Kohl's mobile app providing a more customized in-store shopping experience.
- **Enhanced Mobile Payments Options:** Customers can pay quickly and easily when they add their Kohl's Charge to Apple Pay, and simultaneously earn [Yes2You Rewards](https://www.kohls.com/yes2you) points with one touch when their loyalty pass is added to the Apple Wallet. In addition, customers are able to complete purchases across all digital channels with [Visa Checkout](https://www.kohls.com/visa-checkout) making it fast and easy to buy back-to-school essentials on [Kohls.com](https://www.kohls.com) and mobile devices.
- **Yes to Savings:** Customers who sign up for [Yes2You Rewards](https://www.kohls.com/yes2you) will find extra savings every time they shop by earning points on every purchase on [Kohls.com](https://www.kohls.com), with no limit on points earned and no cost to join. Customers can stack their [Kohl's Charge](https://www.kohls.com/charge) discounts, Kohl's Cash® and [Yes2You Rewards](https://www.kohls.com/yes2you) with our incredible sale prices and special offers to maximize their savings. For [Yes2You Rewards](https://www.kohls.com/yes2you) program full terms, please visit [kohls.com/Y2YTerms](https://www.kohls.com/Y2YTerms).
- **Save Even More with Kohl's Charge:** [Kohl's Charge](https://www.kohls.com/charge) customers get at least 12 exclusive discounts of 15-30% a year—and that's on top of Kohl's already incredible sale prices. Customers who spend \$600 a year on Kohl's Charge will be upgraded to Most Valued Customer status and receive at least 18 exclusive

discounts every year! It really is the smartest way to shop. Apply for a Kohl's Charge today, online or in-store. Offers subject to credit approval. Some exclusions may apply.

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.

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

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

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

For more information on Kohl's community giving, visit Kohls.com/cares.

About ADOPTACLASSROOM.ORG

AdoptAClassroom.org (AAC) gives teachers a hand by providing much needed classroom supplies and materials to help their students learn and succeed. As an award-winning 501(c)(3), AAC makes it easy for individual donors and corporate sponsors to provide funding and support to K-12 classrooms in public, private and charter schools throughout the U.S. On average, teachers spend \$600 of their own money each year to equip their classrooms - 20% of teachers spend more than \$1000 annually. Since 1998 AdoptAClassroom.org has raised more than \$28 million and benefited more than 2 million students throughout the U.S. AAC holds a 4-star rating from Charity Navigator. For more information, or to adopt a classroom, please visit www.adoptaclassroom.org

*Earn Kohl's Cash® 07/28 – 07/31, 2016; Redeemable in store and online 08/01-08/14, 2016. Kohl's Cash® is not legal tender. No cash back. **Kohl's Cash® Earn:** Customer will receive a \$10 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. For each valid Kohl's Cash® coupon, in any \$10 increment value, redeemed from August 1st through August 14, 2016, Kohl's will donate \$1 to Adopt-A-Classroom, Inc. d/b/a AdoptAClassroom.org. One coupon yields one donation. For multiple transactions using the same Kohl's Cash coupon (i.e., partial redemption), Kohl's will make a single \$1 donation. Kohl's will donate a minimum of \$250,000 up to a maximum total sum of 1 million dollars. See associate for details.