



FOR IMMEDIATE RELEASE

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Kohl's Unwraps Cyber Days Savings on the Best Gifts

MENOMONEE FALLS, Wis., November 22, 2016 – [Kohl's](#) (NYSE: KSS) unwraps Cyber Days savings on the best gifts, offering customers easy access to incredible brands at an unbeatable value they won't find anywhere else. From Sunday, November 27 through Wednesday, November 30, customers will find deep savings on amazing product categories including electronics, toys, clothing, home and more, as well as trusted brands including Nike and Fitbit – all just one click away.

Maximize Your Savings

Kohl's customers will find the best value on the most sought-after gifts when they combine the incredible Cyber Days offers with the savings opportunities found only at Kohl's like [Kohl's Cash](#) and [Yes2You Rewards](#).

- **20% off In-Store and Online** – Beginning Sunday, November 27 through Wednesday, November 30, Kohl's is offering customers an additional 20% off eligible purchases both in-store and online, with promo code DEALSEEKER. [Kohls.com](#) customers will also receive free standard shipping with any purchase of \$25 or more from Sunday, November 27 through Wednesday, November 30.
- **New Offers Each Day** – From Sunday, November 27 through Wednesday, November 30, [Kohls.com](#) will feature new exciting offers each day. Customers will find even greater savings by stacking new offers each day with the Kohl's 20% off Cyber Days promotion – creating the best value on incredible brands and amazing products.
- **Redeem Kohl's Cash** – Throughout Cyber Week, customers who earned [Kohl's Cash](#)† the week of November 21 can redeem their [Kohl's Cash](#) on items store-wide and on [Kohls.com](#), including coveted brands like Apple, American Girl and Nike.
- **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** – Customers will save at least 25% on their first day's purchases when they open an account at stores nationwide. Subject to credit approval.

Get all the Gifts on Your List

With more than 500 incredible deals on the season's most coveted gifts both in-store and on [Kohls.com](#), customers are sure to find just what they are looking for at Kohl's.

Cyber Deals (Sunday, November 27 – Saturday, December 3)

- 25% off select Nike athletic apparel and shoes for men and women*
- 60% off select Carter's pajamas for kids
- 50% off select Citizen, Bulova, Invicta and Seiko watches
- 50-60% off select sleepwear for the family
- 50% off select sweaters for the family
- 40-60% off select outerwear for the family
- 40% off all Magformers
- 20% off all Melissa & Doug toys
- \$99.99 all sizes of select Madison Park 7-pc. bedding sets
- \$99.99 Meccano Meccanoid G15 personal robot building set*

KOHL'S®

- \$34.99 all NFL jerseys for boys

Limited-Time Deals (Thursday, November 24 – Monday, November 28)

- \$399.99 LG 49-in. 4K Ultra HD smart TV*
- \$129.99 Fitbit Charge 2*

Make Shopping Easier and Faster Than Ever

Kohl's makes it easier and faster than ever for customers to get their gifts under the tree this year. From seamless in-store enhancements to digital conveniences, customers can rest assured knowing they can shop when and how they want at Kohl's.

- **Kohl's Pay** – For a faster, more convenient checkout experience customers can use Kohl's Pay, a mobile payment option which integrates the [Kohl's Charge](#) private label credit card into the Kohl's app and seamlessly applies any Kohl's offers, [Kohl's Cash](#) and [Yes2You Rewards](#) with a single transaction at checkout.
- **Buy Online, Free Pick Up In Store** – Customers shopping [Kohls.com](#) this Cyber Week can choose [buy online, free pick up in store](#) and get their gifts quickly at their local store. Recently added text alerts when orders are ready, reserved parking spaces, alternate party pick-up and dedicated pick-up lines at Customer Service make it easier than ever to pick up purchases.
- **Digital Wallet** – Located within the [Kohl's app](#), customers can use the [digital wallet](#) to store all of their promotions – from earned [Yes2You Rewards](#), to percentage off discounts and [Kohl's Cash](#) – in one easy place.
- **Mobile Payment Options:** Customers can pay quickly and easily when they add their [Kohl's Charge](#) to [Apple Pay](#), and simultaneously earn [Yes2You Rewards](#) points on purchases with one touch when their Yes2You pass is added to the [Apple Wallet](#). Additionally, Kohl's offers [Masterpass](#), a fast, simple and secure digital payment experience online, in-store or in-app. Customers are also able to securely complete purchases across all digital channels with [Visa Checkout](#).

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>)

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

*Offers and coupons do not apply.

†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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