



FOR IMMEDIATE RELEASE

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Kohl's Announces New Partnership with Under Armour to Propel its Active Business

Partnership offers high-quality performance gear to customers of all fitness levels

MENOMONEE FALLS, Wis., July 27, 2016 – [Kohl's](#) (NYSE: KSS) today announced a new partnership with [Under Armour](#) (NYSE: UA), the originator of performance footwear, apparel and equipment, furthering Kohl's commitment to becoming the active and wellness destination for families.

"I am absolutely thrilled to announce our new partnership with Under Armour. This is a memorable and significant moment for Kohl's as we bring this incredible brand to our customers nationwide," said Michelle Gass, Kohl's chief merchandising and customer officer. "We greatly admire what Under Armour has accomplished in creating a powerful and successful brand that has really changed the Active industry. This brand launch builds on other notable investments we've already made in our Active business. We believe Kohl's is uniquely positioned to celebrate the athletes and wellness enthusiasts in every family."

Since 2014, Kohl's has made a sizable investment in the active and wellness category enhancing and expanding key national and private brands, acquiring new, notable brands and partners, and providing customers with an expanded assortment of products for the entire family.

Under Armour will be available at Kohl's stores nationwide and [Kohls.com](#) in early 2017 in women's, men's, kids, accessories, footwear and home.

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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About Under Armour, Inc.

Under Armour (NYSE: UA), the originator of performance footwear, apparel and equipment, revolutionized how athletes across the world dress. Designed to make all athletes better, the brand's innovative products are sold worldwide to athletes at all levels. The Under Armour Connected Fitness™ platform powers the world's largest digital health and fitness community through a suite of applications: UA Record, MapMyFitness, Endomondo and MyFitnessPal. The Under Armour global headquarters is in Baltimore, Maryland. For further information, please visit the Company's website at [www.uabiz.com](#).

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