

RALPH LAUREN

Kohl's Announces Exclusive Debut of Chaps Home

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MENOMONEE FALLS, Wis.--(BUSINESS WIRE)--Kohl's Corporation (NYSE:KSS - News) today announced an agreement with the Polo Ralph Lauren Corporation to introduce the Chaps Home collection in May 2007. The Chaps Home collection will be available exclusively in all Kohl's stores and on line at Kohls.com.

A partnership has been formed in which the Chaps Home collection will be designed and developed by Polo Ralph Lauren and manufactured by Kohl's. The agreement combines the strengths of the two national organizations, leveraging the Polo Ralph Lauren Corporation's unparalleled reputation for design and Kohl's well established infrastructure and sourcing expertise. Kohl's and Polo Ralph Lauren will partner on the marketing of the collection.

"We are very excited to further expand our partnership with the Polo Ralph Lauren Corporation and value their confidence in our organization," said Kevin Mansell, Kohl's president. "With the successful launch of Chaps apparel for the entire family, the introduction of Chaps Home will provide our customers with a complete lifestyle brand throughout the store. The unique partnership is a testament to our talented associates and the exclusive collection is an exciting addition to our stable of world class brands."

The Chaps brand is one of the most recognized among shoppers nationwide. With the launch of home, Chaps becomes the first national brand that Kohl's carries in every one of its major departments. Kohl's introduced the Chaps men's sportswear collection in early 2005, followed by suit separates, dress shirts and ties. Building on the success of men's, Kohl's launched the exclusive Chaps women's sportswear collection in 2006, and then added boys' apparel, shoes, handbags, intimate apparel, jewelry and infants. Kohl's is further expanding the Chaps brand in spring 2007 with the introduction of girls' apparel and the Chaps Home collection. The initial launch of Chaps Home will feature five fashion bedding collections as well as solid colored sheets, towels and bath rugs, and will be consistent with the high-quality, classic style inherent in the successful Chaps brand.

About Kohl's

Based in Menomonee Falls, Wis., Kohl's is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. By the end of April 2007, Kohl's will operate 834 stores in 46 states. For a complete list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

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, including guidance on the Company's targeted sales and earnings. 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 on Exhibit 99.1 to 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.

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