



NEWS RELEASE

Back to School, Back to Kohl's With Savings and Style

7/12/2024

- Kohl's has affordable, on-trend finds for the back-to-school season, including new brands Limited Too, Aéropostale and an expanded assortment from Madden Girl
- Families can shop Kohl's back-to-school essentials, including t-shirts, sneakers, backpacks, and more at low prices, plus use Kohl's Cash®* coupons and Kohl's Rewards® for even more value

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- Kohl's (NYSE: KSS) is making **back-to-school shopping** easy for families with more ways to save on quality merchandise. This season, families will find new brands, trend-right apparel and essentials, including hundreds of staples under \$20, including tees, shorts and denim.

"We know the back-to-school time frame can be very busy for families, so we're making their shopping experience simple and affordable, while also offering the style and trends kids want," said Nick Jones, Kohl's chief merchandising officer. "Kohl's is positioned to deliver all the products families need at great prices to ensure everyone is first day ready, whether it's the first day of preschool, the first day of college or any first day in between."

Back-to-School Essentials at Affordable Prices

Kohl's is stocked with back-to-school essentials, including tees, denim and sneakers, as well as must-have brands kids love including Nike, adidas and Under Armour. Plus, backpacks and lunchboxes from Hurley, JanSport, Disney, and more. Everyday apparel from only-at-Kohl's brands offers incredible value, with little kids' Jumping Beans tees starting at \$6.99, kids' SO denim starting at \$19.99 and juniors graphic tees starting at \$12.99. Plus, Kohl's has school uniforms from IZOD starting at \$10.

New Brands and Styles in Apparel and Dorm

Kohl's is launching new brands just in time for school, including Limited Too, Aéropostale and an expanded assortment from Madden Girl. Plus, with an expanded home assortment, **college-bound students** will find storage and decor starting at \$9.99, dorm room furniture and lighting under \$50, and kitchen appliances from Hamilton Beach, Toastmaster, and Dash for \$30 and under.

More Ways to Save

Kohl's will offer savings events throughout July and August. In addition to Kohl's Cash earn and redeem periods, customers can earn Kohl's Rewards daily through the retailer's free loyalty program, and even more value with Kohl's Card. Families can also take advantage of tax-free weekends at select Kohl's stores. All Kohl's stores in states with sales tax holiday events will not charge sales tax on qualifying items. Some exclusions may apply. Customers can learn more about their state's tax-free shopping opportunities [here](#).

Supporting the Kids in Our Communities

As part of our ongoing commitment to communities nationwide, Kohl's is committing more than \$250,000 to over 120 Boys & Girls Clubs of America locations across the country for back-to-school shopping, through the Kohl's Cares Shopping Grant program. Each Club will receive a \$2,000 Shopping Grant to ensure kids and Clubs are ready to kick off the school year in style.

*Kohl's Cash[®] terms and exclusions apply. Not valid on Sephora at Kohl's. Earn amount of Kohl's Cash[®] is approximate and may vary if additional coupons are applied to the purchase transaction. See coupon or ask an associate for details.

**Visit [Kohls.com/Rewards](https://kohls.com/Rewards) for program details and terms and conditions.

***Present coupon in-store or enter code on [Kohls.com](https://kohls.com). Refer to the specific offers for terms and exclusions or ask an associate for details.

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. Words such as "believes," "anticipates," "plans," "may," "intends," "will," "should," "expects" and similar expressions are intended to identify forward-looking statements. Forward-looking statements are based on management's then current views and assumptions and, as a result, are subject to certain risks and uncertainties, which could cause the Company's actual results to differ materially from those projected. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company's Annual Report

on Form 10-K, which are expressly incorporated herein by reference, and other factors as may periodically be described in the Company's filings with the SEC. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer built on a foundation that combines great brands, incredible value and convenience for our customers. Kohl's is uniquely positioned to deliver against its long-term strategy and its purpose to take care of families' realest moments. Kohl's serves millions of families in its more than 1,100 stores in 49 states, online at **Kohls.com**, and through the Kohl's App. With a large national footprint, Kohl's is committed to making a positive impact in the communities it serves. For a list of store locations or to shop online, visit **Kohls.com**. For more information about Kohl's impact in the community or how to join our winning team, visit **Corporate.Kohls.com**.

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