



NEWS RELEASE

# Kohl's Black Friday Savings Begin Today with Early Access to Deals on Top Gifts

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- Kohl's Black Friday Early Access event begins today with deep discounts on holiday gifts, decor and apparel
- Kohl's reveals Black Friday Week plans – six days of incredible deals, limited-time doorbusters and four more days this year to earn \$15 Kohl's Cash coupons for every \$50 spent\*
- Customers can win more than \$1 million in prizes with Kohl's Black Friday Sweepstakes\*
- Kohl's stores will be closed on Thanksgiving Day and will open Friday, Nov. 29, at 5 a.m.\*\*

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- Kohl's (NYSE: KSS) today kicked off its Black Friday savings events with a three-day Black Friday Early Access event featuring deep discounts on hundreds of holiday gifts, decor and apparel for the whole family.

Starting today, Friday, Nov. 8 through Sunday, Nov. 10, **Kohl's Black Friday Early Access event** gives customers their first opportunity to snag big deals across categories - both in store and on Kohls.com. Just a few of the great offers include 70% off select fine jewelry; 50% off toys from brands like Hot Wheels and Disney (select styles), up to 50% off First Aid Beauty, Kiehls Since 1851, and Drybar; and 40% off holiday home decor including St. Nicholas Square and National Christmas Tree Company, wreaths, ornaments, and outdoor decor. Plus, shoppers will find great deals on select apparel with up to 40% off Tek Gear and adidas, 50% off sleepwear; 60% off jackets and coats, 40-50% off party-ready clothing; and more. All Kohl's shoppers can take 15% off their qualifying purchase \*\*\* from Nov. 8-10, and earn \$15 Kohl's Cash for every \$50 spent today only, Nov. 8, or \$10 Kohl's Cash for every \$50 spent on Nov. 9-10.

"We know it's a busy time of year for families, and for those looking to get a jumpstart on checking off their holiday lists, Kohl's has the must-have gifts, hosting essentials and holiday decor that shoppers are looking for as they prepare for their celebrations," said Christie Raymond, Kohl's chief marketing officer. "With Black Friday events that

offer incredible value, on top of budget extenders including Kohl's Cash and Kohl's Rewards that deliver more savings on future shopping needs, customers can count on Kohl's to help them get more for their money this season."

## Sneak Peek of Black Friday Week at Kohl's

Kohl's also revealed a sneak peek of its **Black Friday ad** which features thousands of incredible deals on go-to gifts during its six-day Black Friday Week event beginning Sunday, Nov. 24 - Friday, Nov. 29. And, shoppers can snag special limited-time doorbusters beginning online Thursday, Nov. 28 and in store on Friday, Nov. 29. Throughout the week, customers will find great prices on gifts for the entire family and holiday essentials including electronics, tech, toys, Sephora at Kohl's, home decor, small electrics, jewelry, apparel, and so much more.

During Black Friday Week, everyone can take 15% off their qualifying purchase <sup>\*\*\*</sup>, and new this year, Kohl's is giving customers four more days to earn even more Kohl's Cash, with the popular earn \$15 Kohl's Cash for every \$50 spent beginning Sunday, Nov. 24 through Friday, Nov. 29. Kohl's will once again be closed on Thanksgiving Day to give associates time with their families, and will open on Friday, Nov. 29 at 5 a.m.\*\*

## Kohl's Black Friday Sweepstakes - Win More Than \$1 Million in Prizes

Kohl's is giving customers a million reasons to make Kohl's their first stop on Black Friday with the return of the Black Friday Sweepstakes featuring more than \$1 million in prizes to be given away across stores nationwide. The first 200\* customers that visit each of Kohl's more than 1,100 stores on Black Friday, Nov. 29, will receive an instant win game piece revealing prizes like instantly redeemable Kohl's Cash, Sephora at Kohl's gift cards, LEGO, Samsonite luggage, Draper James holiday gift boxes, and more. One lucky winner will receive a family beach vacation to Florida! No purchase is necessary.

## Make the Holidays More Rewarding and Convenient

In addition to Black Friday Early Access and Black Friday Week deals, Kohl's Rewards members earn 5% Kohl's Rewards on every purchase at Kohl's (excluding gift cards), and receive personalized deals and perks throughout the year. Kohl's Card shoppers enrolled in Kohl's Rewards earn an elevated 7.5% rewards earn rate on purchases at Kohl's when they use their Kohl's Card (excluding gift cards). Terms and exclusions apply. For details, visit [kohls.com/kohlsrewards](https://kohls.com/kohlsrewards). Kohl's is also making in-store holiday shopping more convenient with services such as self-pickup at all of Kohl's more than 1,100 stores and new this holiday, customers can use Instacart, as available, to shop Kohl's and get same-day delivery.

\*Kohl's Cash® terms and exclusions apply. 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. Kohl's Cash® not valid on Sephora.

\*Limited quantities, while supplies last. 1 game piece per person. Most will win \$5 Kohl's Cash®. NO PURCHASE NECESSARY. 50 US/DC, 18+. Void where prohibited. Starts 5:00 a.m. Local Time (LT) 11/29/24, ends when store's 200 or 300 game pieces are gone or at 8:00 a.m. LT, whichever comes first. Redeem all Kohl's Cash® prizes same day before store closes 11/29/24. Redeem all other prizes online before 12/13/24. For Rules, how to get a game piece (while supplies last), redemption, prize details, odds, 2<sup>nd</sup> Chance Drawing, and # per store, see Kohls.com/sweeps. Sponsor: Kohl's, Inc., N56 W17000 Ridgewood Drive, Menomonee Falls, WI 53051.

\*\*Store hours may vary by location. See Kohls.com for details.

\*\*\*Present coupon in-store or enter code on Kohls.com to achieve noted item price. Offer terms apply. See coupon 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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Source: Kohl's