



NEWS RELEASE

Kohl's Celebrates 20 Years of Kohl's Cash with Events, Giveaways, and Value All Month Long

2025-09-03

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- This month, Kohl's (NYSE: KSS) is celebrating 20 years of Kohl's Cash[®], the signature value offering that has become synonymous with customer loyalty and savings. Since its launch, Kohl's has rewarded millions of customers with more than \$25 billion in Kohl's Cash. To mark the milestone, Kohl's is gifting customers with millions in Kohl's Cash, debuting the Kohl's Cash Cruiser, which will embark on a multi-city tour bringing immersive experiences to local Kohl's stores, and connecting to communities with surprise Kohl's Cash celebration shopping sprees with local Boys and Girls Clubs.

"For 20 years, Kohl's Cash has set us apart by giving customers unmatched value they can't find anywhere else," said Christie Raymond, Kohl's chief marketing officer. "At its core, Kohl's Cash is a trusted way for millions of families to stretch their budgets and get more out of every shopping trip. We're proud to celebrate two decades of delivering this one-of-a-kind benefit, and we look forward to continuing to reward our customers in ways only Kohl's can."

Giving Away Millions in Kohl's Cash to Customers

Kohl's is kicking off the celebration by giving away millions in Kohl's Cash through two exciting events this September, no purchase necessary. As a 'thank you' for 20 years, the **Kohl's Cash Celebration Sweepstakes*** will give away \$200 in Kohl's Cash** to 20 lucky winners daily from now until the end of the month. From Sept. 3 - Sept. 7, the Kohl's Cash Ultimate Giveaway*** returns to stores nationwide, where shoppers can receive \$5 - \$100 in Kohl's Cash instantly, while supplies last.

Introducing the Kohl's Cash Cruiser - Coming to a Store Near You

Starting September 5, Kohl's is taking the celebration on the road with a multi-city tour featuring the 'Kohl's Cash

Cruiser.' The tour will start in New York at the Flatiron Plaza and bring an immersive Kohl's Cash experience directly to shoppers in six cities throughout the month, featuring Kohl's Cash giveaways, photo opportunities, exclusive branded merchandise, and more, plus exclusive event perks for Kohl's Rewards**** members. To see the Kohl's Cash Cruiser's full route, track its journey, and reserve a spot at local events, visit **Kohls.com**.

Kohl's Cash Celebration Shopping Sprees with Local Boys & Girls Clubs

Beyond rewarding shoppers, Kohl's is also celebrating by giving back. As part of the company's ongoing support of communities, Kohl's will surprise select Boys & Girls Clubs across the country with Kohl's Cash celebration shopping sprees throughout September. These local Clubs will receive a \$2,000 donation that will help Club kids shop for needed items for the year ahead, from apparel and shoes to decor and everything in between.

In addition to events and giveaways, Kohl's is giving customers more value with the opportunity to earn Kohl's Cash** on qualifying purchases every day now through the end of September and special savings events including a Kohl's Customer Appreciation event Sept. 11 - Sept. 21, Epic Deals event Sept. 22 - Sept. 28, and Friends & Family event Sept. 29 - Oct. 5.

To take advantage of the Kohl's Cash celebrations throughout September, visit stores nationwide and **Kohls.com**.

*NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open only to legal residents of the 50 US/DC, 18 years of age and older. Void where prohibited by law. Sweepstakes starts 12:00 p.m. ET on 09/01/25, ends 11:59:59 p.m. ET on 09/30/25, and includes 30 entry periods. 20 winners per day. Limit 1 prize per person for entire sweepstakes. Subject to Official Rules, including how to enter, entry deadlines, prize details, odds, and restrictions, see <https://kohls.com/kohlscashsweeps>. Sponsor: Kohl's, Inc., N56 W17000 Ridgewood Drive, Menomonee Falls, WI 53051.

**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.

***PROMOTIONAL KOHL'S CASH® REDEEMABLE IN STORE ONLY FOR ONE TRANSACTION SAME DAY OF RECEIPT

Kohl's Cash® is not legal tender. No cash back. PROMOTIONAL KOHL'S CASH® REDEEM: Can be redeemed for one transaction during the stated redeem window with any other coupon; any unused amount will be forfeited. Limit of 1 per transaction. KOHL'S CASH® AND OTHER DOLLAR-OFF COUPONS WILL BE APPLIED PRIOR TO PERCENT-OFF TOTAL PURCHASE COUPONS. Kohl's Cash® may not be redeemed on (1) Sephora at Kohl's merchandise; (2) Kohl's Cares® cause merchandise or other charitable items; (3) Gift Cards; (4) price adjustments; (5) payments to a Kohl's

credit card or any third-party charge account; or (6) any services or fees, including taxes and shipping. RETURN VALUE OF MERCHANDISE PURCHASED WITH THIS PROMOTIONAL KOHL'S CASH® WILL BE SUBJECT TO ADJUSTMENT. RETURN KOHL'S CASH WILL NOT BE ISSUED UPON RETURN OF MERCHANDISE OR CANCELLATION OF ORDER. Nontransferable. See associate for details.

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

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. The Company intends forward-looking terminology such as “believes,” “expects,” “may,” “will,” “should,” “anticipates,” “plans,” or similar expressions to identify forward-looking statements. Forward-looking statements include the information under “2025 Financial and Capital Allocation Outlook.” Such statements are subject to certain risks and uncertainties, which could cause the Company's actual results to differ materially from those anticipated by the forward-looking statements. 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 the Company 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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