



NEWS RELEASE

Kohl's Combines Style and Savings for Families this Back-to-School Season

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- Kohl's has the latest trends at a terrific value across apparel, denim, backpacks, dorm-ready decor, and more
- With more coupon-friendly brands this year and added value with Kohl's Cash®* and Kohl's Rewards®**, it's easier for families to shop smart and stay stylish

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- Kohl's (NYSE: KSS) is helping families stock up for the school year with style and savings across everyday apparel, trending fashions, and hundreds of back-to-school staples under \$10.

"We know value is top of mind for families as they prepare to head back to class this year," said Christie Raymond, Kohl's chief marketing officer. "At Kohl's, we're proud to offer great prices on the brands parents trust and the styles kids love — making it easy for everyone to head back to school with confidence, from the first-day outfits to everyday essentials."

Kohl's is bringing together the value and style families are looking for this back-to-school season with products made to last at affordable prices – including must-haves from Kohl's trusted portfolio of proprietary brands:

- **Everyday Staples:** Customers will discover great deals on seasonal essentials from only-at-Kohl's brands, including Jumping Beans tops and bottoms starting at \$6.99, kids' graphic and pocket tees from Sonoma Goods for Life for \$9.99, and Tek Gear apparel for kids starting at \$9.99. Families can also find select jeans for girls (sizes 7–16) starting at \$19.99, school uniforms from \$11.99, and fleece for juniors starting at \$29.99***
- **Back-to-School Essentials:** Stay organized with top backpack brands like Jansport and adidas, plus styles featuring licensed characters. Kids can stay hydrated with water bottles from Contigo, Simple Modern, Under Armour, adidas, and Nike; and lunches are made easy with food storage from Bentgo and Rubbermaid.
- **Expanded Footwear:** Footwear is a key part of every student's wardrobe, and this season Kohl's will offer an

expanded assortment from top brands like Converse—with classic Chucks and a fun, fashion-meets-function vibe, the addition of Nike Court styles, and new adidas retro-inspired looks, alongside trend-forward options, including clogs and sneakers from Madden Girl.

- **Trend-Forward Styles:** Teen brands like SO and Aéropostale offer affordable, trend-right denim, graphic tees, and athleisure styles that deliver both comfort and individuality. Shoppers will find trending varsity-inspired looks for the season, featuring collegiate colors, bold stripes, and graphic elements that are perfect for kicking off the school year in style.
- **Back-to-College Essentials:** Head back to campus with finds under \$20 including decor, frames, small appliances, bath caddies, and storage solutions. Students can get dorm-ready with 50% off select styles of bedding, kitchen electrics under \$25 and additional deals on Keurig, Cuisinart, and Ninja throughout the season***

Expanded Savings for a Smooth Shopping Experience

Kohl's has recently expanded its coupon-eligible brands to include even more of what families are shopping for. Customers can now use their coupons for even more savings on brands including IZOD, Cuddl Duds, Hurley, Limited Too, Dickies, Roxy, Quiksilver, and more. Visit [kohls.com/details](https://www.kohls.com/details) for a full list of coupon-eligible brands. Some category exclusions may apply.

More Ways to Save

In addition to Kohl's Cash earn and redeem periods, customers can earn Kohl's Rewards daily through the retailer's free loyalty program. Plus, Kohl's Card shoppers enrolled in Kohl's Rewards earn an elevated 7.5% rewards on purchases at Kohl's when they use their Kohl's Card. Terms and exclusions apply. For details, visit [kohls.com/kohlsrewards](https://www.kohls.com/kohlsrewards). Families can also take advantage of sales tax holiday events in select states. All Kohl's stores and Kohls.com participate in these events, where applicable, for qualifying items. Customers can learn more [here](#) or by visiting their state and/or local Department of Revenue website for details.

*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://www.kohls.com/Rewards) for program details and terms and conditions.

***Prices and promotions may vary throughout the back-to-school season.

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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