



NEWS RELEASE

Save Now. Earn More for What's Next. Kohl's Back-to-School Savings Event Starts Aug. 19

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Customers can save up to 40% on back-to-school must-haves Aug. 19–23 while earning Kohl's Cash to check off even more of the list

MENOMONEE FALLS, Wis.--(BUSINESS WIRE)-- The final weeks of back-to-school shopping are here, and Kohl's (NYSE: KSS) is bringing together some of the season's biggest savings in one event. During Kohl's Back-to-School Sale, Aug. 19–23, customers can save on back-to-school must-haves across apparel, shoes, backpacks, beauty, and dorm essentials—and earn Kohl's Cash® to put toward the next items on their list.

Save Now. Earn More for Later.

From classroom basics to college move-in, customers can save on select styles across nearly every back-to-school category during Kohl's Back-to-School Sale, including:

- Up to 40% off shoes
- Up to 30% off jeans
- 30% off backpacks
- Up to 50% off school uniforms
- Up to 50% off back-to-college décor and storage
- Up to 50% off Sephora at Kohl's beauty favorites
- 25% off adidas
- Up to 20% off Nike shoes

Customers can also earn \$10 Kohl's Cash* for every \$50 spent throughout the event. Plus, on August 22–23, Kohl's

will bring back its Kohl's Cash Giveaway** with millions in Kohl's Cash up for grabs in stores nationwide. Shoppers can receive \$5 - \$100 in Kohl's Cash*** instantly, while supplies last.

Whether customers are shopping in stores, online, or need a last-minute item delivered, Kohl's is making back-to-school shopping easier than ever. Customers can now shop Kohl's nationwide through DoorDash, giving families another convenient way to get the essentials they need, right when they need them.

Turn Kohl's Cash Into More Back-to-School Must-Haves.

Families are looking for every opportunity to make their back-to-school budget go further. According to **Deloitte's 2026 Back-to-School Survey**, parents of K-12 students plan to spend an average of \$557 per child this season. At Kohl's, spending that amount during an eligible Kohl's Cash earning event, could earn \$110 in Kohl's Cash to put toward a future purchase during the applicable redemption period.

See How Far \$110 in Kohl's Cash Can Go

From another wardrobe refresh to college move-in essentials, \$110 in Kohl's Cash can go a long way. It could be put toward:

- 13 kids' **Jumping Beans** tees
- Two **Nike** backpacks and a **Nike** lunchbox
- Two pairs of **Levi's** Jeans
- Two pairs of **adidas** tennis shoes
- College bed essentials from The Big One including **comforter**, **sheet set** and **pillow**

Save Every Time You Shop.

Back-to-school savings don't end with this event. Customers can continue earning rewards and saving every time they shop at Kohl's through:

- Kohl's Rewards****, Kohl's free-to-join loyalty program, where members earn 5% Rewards every day.
- Kohl's Card, which increases Rewards earnings to 7.5% on eligible purchases.

For more information and to shop the Back-to-School Sale, visit [Kohls.com/BackToSchool](https://kohls.com/BackToSchool).

*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.

****NO PURCHASE NECESSARY.** Open to legal residents of 50 US/DC, 18+. Cards available August 22 and 23, 2026. Cards are distributed in-person on a first-come, first-served basis starting at store opening, and only while supplies last. Limit 1 card per household. Kohl's Cash® must be redeemed in-store on the same day. Kohl's Cash® value varies between \$5 and \$100. Subject to Terms & Conditions. See store associate for T&Cs.

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

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](https://www.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](https://www.kohls.com). For more information about Kohl's impact in the community or how to join our winning team, visit [Corporate.Kohls.com](https://www.kohls.com/Corporate).

Media Contact: Jackie Judkins, jacquelyn.judkins@kohls.com

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