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Kohl's offers \$5 books this holiday to benefit Phoenix Children's Hospital

Through Kohl's Cares for Kids®, authors Sam McBratney and Amy Hest's books raise money for local children and families

PHOENIX, Ariz. (Oct. 15, 2007) – This holiday season, Kohl's customers can purchase inexpensive gifts that also contribute to our local community. For a limited time only, Kohl's will offer "Guess How Much I Love You" and "You're All My Favorites" by Sam McBratney, and "You Can Do It, Sam" by Amy Hest, along with a coordinating plush for just \$5 each. All proceeds of the net profits benefit children's health and education initiatives nationwide, including local support of Phoenix Children's Hospital.

Nationally, Kohl's Cares for Kids® benefits 150 hospitals. From the program's inception in 2000 through 2006, Kohl's has turned \$5 books and plush into more than \$85 million for children nationwide while providing affordable books for millions of eager readers. Since 2004, Kohl's has donated \$843,485 toward Phoenix Children's Hospital and their Volunteer Services program.

"Kohl's has been a wonderful supporter of Phoenix Children's, and we're grateful that they have such a dedicated corporate culture of giving back to the community," said Steve Schnall, vice president, Phoenix Children's Hospital Foundation. "Our Volunteer Services program touches the life of virtually every patient we treat, whether it's through our volunteers having direct contact with our patients, or through the numerous events we hold each year that require the support of thousands of volunteers."

This season's featured selections can be accompanied by a huggable book character or holiday CD for just \$5 more. Kohl's Cares for Kids merchandise will be in store and online from October through December. "Guess How Much I Love You" has sold more than 11 million copies worldwide.

In addition to the merchandise program, Kohl's Cares for Kids features fundraising gift cards for schools and youth-serving organizations; the Kohl's Kids Who Care® Scholarship Program, which recognizes young volunteers;

and the A-Team associate volunteer program which encourages volunteerism and provides grants to youth-focused nonprofits. For more information visit www.kohls.com.

About Phoenix Children's Hospital

Phoenix Children's Hospital is Arizona's leader in pediatric care and is one of the 10 largest freestanding children's hospitals in the nation. The most comprehensive array of pediatric specialists in the state practice at this one organization. The outstanding clinical expertise, as well as high patient volume, and an unwavering commitment to caring only for children, all contribute to Phoenix Children's leadership position. For information, visit the Hospital's Web site at www.phoenixchildrens.com.

About Kohl's

Based in Menomonee Falls, Wis., Kohl's (NYSE: KSS) is a family-focused, value-oriented specialty department store offering moderately priced, exclusive and national brand apparel, shoes, accessories, beauty and home products in an exciting shopping environment. By the end of November, Kohl's will operate 929 stores in 47 states. A company committed to the communities it serves, Kohl's has raised more than \$85 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic program.