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Kohl's, St. Luke's Children's Hospital Announce New Program

Kohl's grants more than \$50,000 for helmet safety efforts

BOISE, Idaho (Aug. 14, 2010) - Kohl's Department Store, through the Kohl's Cares[®] cause merchandise program, has donated \$55,780 to St. Luke's Children's Hospital. The donations were collected from Kohl's stores located in the Treasure Valley. Kohl's has gifted nearly \$142,000 to St. Luke's since 2007.

"Kohl's has been a tremendous partner in our efforts to help improve the health and safety of children throughout the Treasure Valley," said Dr. Greg Janos, medical director of St. Luke's Children's Hospital. "

The grant was presented to St. Luke's on Saturday, Aug. 14 during a bicycle safety and free helmet give-away event at the Kohl's store in Nampa. This year's grant will go toward purchasing helmets to continue the free helmet program and to fund additional bicycle safety events throughout the Treasure Valley.

"Helmet use is the best prevention against injury reducing the risk of a brain or head injury by 85 percent, yet fewer than 25 percent of our children wear helmets on a regular basis," Janos said.

Idaho is one of only 14 states without a mandatory helmet law for children. From 2004 to 2008 the number of bicycle crashes increased by nearly 25 percent, according to data from the Idaho Transportation Department. In 2008, 344 bicyclists were involved in crashes that caused two deaths.

Kohl's commitment to St. Luke's Children's Hospital is made possible through the Kohl's Cares[®] cause merchandise program. Through this initiative, Kohl's sells \$5 books and plush toys where 100 percent of net profit benefits children's health and education programs nationwide, including hospital partnerships like this one. Kohl's has raised more than \$150 million dollars through this merchandise program. In addition, Kohl's Cares features a scholarship program, which recognizes more than 2,100 young volunteers with a total of \$410,000 in scholarships and prizes this year; the Associates in Action program, which encourages associate volunteerism and provided more than \$10 million in grants to youth-focused nonprofit organizations last year alone; and fundraising gift cards for schools and youth-serving organizations. For more information, visit www.kohlscorporation.com.

About St. Luke's Children's Hospital

St. Luke's Children's Hospital, the only children's hospital in Idaho, treats more than 50,000 children every year, including 28,000 who visit its Pediatric Emergency Department. St. Luke's Children's Hospital provides expert care to critically and chronically ill infants and children. These patients are routinely referred to St. Luke's Children's Hospital from a multistate region for a variety of services including heart surgery, cancer treatment, orthopedics, neurological disorders, newborn intensive care, and rare infectious diseases. For more information visit www.stlukesonline.org.



Kohl's Department Stores

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 September, Kohl's will operate 1,089 stores in 49 states with a commitment to environmental leadership. In support of the communities it serves, Kohl's has raised more than \$150 million for children's initiatives nationwide through its Kohl's Cares® cause merchandise program, which operates under Kohl's Cares, LLC, a wholly-owned subsidiary of Kohl's Department Stores, Inc. For a list of store locations and information, or for the added convenience of shopping online, visit www.kohls.com.

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