

FOR IMMEDIATE RELEASE

Contact:

Tanya Lawlor, 414-227-2241 or tlawlor@c-k.com
Jen Johnson, 262-703-5241 or jen.johnson@kohls.com

KOHL'S DEPARTMENT STORES REWARDS YOUNG VOORHEES RESIDENT FOR VOLUNTEERISM

Rocco Fiorentino earns national attention as Kohl's Kids Who Care® \$5,000 scholarship winner

MENOMONEE FALLS, Wis., July 30, 2009 – Through the [Kohl's Kids Who Care® Scholarship Program](#), Rocco Fiorentino, 12, from Voorhees, NJ was selected as one of 10 national winners earning a \$5,000 scholarship toward post-secondary education for making his community a better place through volunteering. With the cost of tuition rising at nearly three times the rate of family income and student borrowing for college more than doubling over the last decade¹, scholarships are more important than ever to help families make post-secondary education accessible to their children. Nearly 18,000 kids were nominated for the annual Kohl's Kids Who Care Scholarship Program, but Rocco stood out for his exceptional community service through volunteering. In addition to the scholarship, [Kohl's Department Stores](#) (NYSE:KSS) will donate \$1,000 to a nonprofit organization of Rocco's choice.

Rocco, a gifted singer, pianist, drummer and jazz performer was born blind and his parents left the hospital not knowing how to raise a blind child. One year later, his family created [The Little Rock Foundation](#), named for Rocco, to raise awareness of and provide resources for families with blind children. For the past seven years, Rocco has been the ambassador of this organization and has spoken to the New Jersey State Legislature numerous times, helping influence legislation dedicating \$1.2 million to Braille education in New Jersey.

Since its inception in 2001, the Kohl's Kids Who Care Scholarship Program has awarded more than \$1.8 million in scholarships and prizes to nearly 9,000 inspiring kids nationwide. This year, Kohl's awarded more than \$350,000 in scholarships and prizes to reward outstanding kids for their initiative, leadership, creativity and generosity. National winners receive \$6,000 for college costs in total – \$1,000 as regional winners and an additional \$5,000 as national winners.

"To see young kids embrace volunteering and giving back to their community by helping families with blind children is truly inspiring," said Julie Gardner, executive vice president and chief marketing officer for Kohl's. "Kohl's is honored to recognize these amazing kids through the Kohl's Kids Who Care Scholarship Program and also help reduce the cost of college so they can continue to do great things."

The Kohl's Kids Who Care Scholarship Program is part of Kohl's Cares for Kids®, Kohl's philanthropic program which is focused on improving the lives of children. Kohl's Cares for Kids benefits children's health and education initiatives nationwide through its merchandise program featuring books and plush toys, a children's hospital program, fundraising gift cards and the A-Team associate volunteer program.

For more information or a complete list of 2009 Kohl's Kids Who Care winners, visit www.kohlskids.com.

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. Kohl's operates 1,022 stores in 49 states. A company committed to the communities it serves, Kohl's has raised more than \$126 million for children's initiatives nationwide through its Kohl's Cares for Kids® philanthropic 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.

###

¹ "Measuring Up 2008: The National Report Card on Higher Education," National Center for Public Policy and Higher Education, 2008.