



FOR IMMEDIATE RELEASE

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**Exclusive Mercer Mayer's LITTLE CRITTER© Merchandise
Available at KOHL'S Stores for Just \$5**

100 percent of the net profit supports children's health and education initiatives nationwide

MONTCLAIR, NJ. July 1, 2014 – Kohl's Department Stores (NYSE: KSS) is celebrating back-to-school this year with **exclusive merchandise based on MERCER MAYER's classic LITTLE CRITTER™ book series**. A collection of book and plush product will be available for **just \$5 each** through the Kohl's Cares merchandise program. Mercer Mayer's LITTLE CRITTER™ books have been family favorites for over forty years and now children and parents can venture into Kohl's Stores to bring these wonderful characters home. Through the Kohl's Cares program, 100 percent of the net profit from this collection supports children's health and education initiatives nationwide. Products will be available through the Fall back-to-school period. The deal was brokered by Mercer Mayer's Little Critter™ licensing agent, Infinity Licensing, LLC..

The Kohl's Cares collection includes the following merchandise:

- *Little Critter™: Bedtime Storybook, Jack & The Beanstalk Storybook, Hansel & Gretel Storybook, and Little Red Riding Hood Storybook*
- Little Critter™, Little Sister, Bear, and Wolf plush toys

Kohl's Department Stores is committed to giving back to the communities it serves by supporting kids' health and education nationwide, women's health and the fight against breast cancer, through its philanthropic platform Kohl's Cares. Since 2000, Kohl's has raised more than \$257 million for kids health and education initiatives through the Kohl's Cares cause merchandise program, recognized more than 19,500 outstanding kids through the Kohl's Cares Scholarship Program and donated more than 2.7 million hours of volunteer time through the Associates in Action volunteer program.

For more information on Kohl's Cares, visit www.Kohls.com/Kids .

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. With a commitment to environmental leadership, Kohl's operates 1,162 stores in 49 states. In support of the communities it serves, Kohl's has raised more than \$257 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, join the discussion on Facebook (<http://www.facebook.com/Kohls>) or Twitter (<http://twitter.com/Kohls>) or get inspired on Pinterest (<http://pinterest.com/Kohls>) and Instagram (<http://instagram.com/Kohls>).

About Mercer Mayer and Little Critter™

Mercer Mayer is one of the most prolific, talented, beloved and bestselling children's book authors and illustrators of all time. He began writing and illustrating children's books in 1966, and since that time has published over 300 titles. Since Little Critter's™ debut in 1975, young readers have identified with the character's thoughts, feelings, ideas and inspirations as he navigates the challenges of childhood. With Little Critter™, children learn that it's all right to try and fail and try again until you get it right and uncover the biggest secret of all--it's OK to have fun and laugh in the process! Little Critter™ has been featured in more than 200 books, which have sold over 150 million copies worldwide.

About Infinity Licensing, LLC.

Infinity Licensing LLC is a full service licensing and merchandising organization started by licensing industry executives David Imhoff and Peter Van Raalte. The company management team has extensive and diverse expertise in building and maintaining successful merchandise programs including those for: Justin Bieber, *The Lord of the Rings* ("Entertainment Merchandise License of the Year"), *Austin Powers*, *Gone With The Wind*, *Wizard of Oz*, Clifford the Big Red Dog ("Character Merchandise License of the Year"), *A Nightmare On Elm Street*, and the artwork of Norman Rockwell, among many others.

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