



**Contacts:** Jam Stewart, Kohl's  
262-703-7736  
Jam.stewart@kohls.com

Vicki Shamion, Kohl's  
262-703-1464  
Vicki.shamion@kohls.com

Nicole Perna, Avril Lavigne  
310.248.6121  
nperna@bwr-la.com

## **Kohl's Partners with Rocker Avril Lavigne for New Juniors' Lifestyle Brand to Launch July 2008**

*Abbey Dawn, Available Only at Kohl's, to Debut New Fashion  
Collections Every 60 Days*

MENOMONEE FALLS, Wis., March 5, 2008 - Kohl's Corporation (NYSE:KSS) and Avril Lavigne today announced the launch of Abbey Dawn, a new juniors' lifestyle brand. Kohl's will be the exclusive U.S. retailer for the brand which will feature new fashion collections updated every 60 days.

The new cross-category collection blends authentic rock with a feminine edge and will include quality apparel and accessories at a great price. Abbey Dawn will launch in Kohl's stores nationwide and Kohls.com beginning in July 2008, just in time for the back-to-school season.

Lavigne's 2008 "The Best Damn Tour" kicked off today in Victoria, BC and will hit more than 40 North American cities. *The Best Damn Thing*, released in April 2007, is already certified platinum in the U.S. and has sold more than five million copies and 14 million tracks worldwide. The first single from the album, "Girlfriend," was an instant smash hit and shot to No.1 on the Billboard Hot 200. "Girlfriend" was recently named the top download of 2007 by the International Federation of the Phonographic Industry (IFPI), as fans around the world have downloaded the song more than 7.3 million times in eight different languages.

**-more-**

## **Kohl's/Avril Lavigne – page 2**

“I’m thrilled to announce my clothing line Abbey Dawn. Abbey Dawn will aspire to be a unique and accessible reflection of my ever-changing style. I’m so excited to be launching exclusively in the U.S. at Kohl’s for back-to-school 2008,” says Lavigne.

“Avril Lavigne is an accomplished artist with a dedicated fan base who appeals to a broad group of shoppers,” said Don Brennan, senior executive vice president of Kohl’s. “We’re excited to launch Abbey Dawn, which will offer new affordable fashion collections every 60 days, further differentiating Kohl’s in the marketplace.”

The 2008 back-to-school collection is created from Lavigne’s own closet and will feature two key fashion collections at launch. The first features a combination of feminine sophistication and rock-and-roll attitude, which includes bold colors and mix-and-match iconic prints; and the second features a fusion of ska, reggae and skater with a balance of traditional tartan plaids, checks and stripes.

Apparel and jewelry will be available at launch. Additional categories may be added over time. Abbey Dawn will be sized 0-13 in bottoms and S-XL in tops. Apparel prices will range from \$24 to \$48.

Abbey Dawn will join Kohl’s existing line-up of exclusive and private brands and comes on the heels of recent announcements like Dana Buchman and FILA SPORT and successful launches like Simply Vera Vera Wang and Food Network.

### **About 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 April, Kohl’s will operate 958 stores in 47 states, and in the fall of 2008, Kohl’s will celebrate the opening of its 1000th store. 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. For a list of store locations and information, or for the added convenience of shopping online, visit [www.kohls.com](http://www.kohls.com).

**-more-**

**About Avril Lavigne**

Having sold more than 30 million albums and 18 million tracks worldwide, Avril Lavigne is quickly paving her own path to rock 'n' roll royalty. She burst onto the music scene in 2002 with the critically acclaimed *Let Go*, which featured the smash singles “Sk8r Boi” and “Complicated.” *Let Go* earned Lavigne eight Grammy nominations and has sold more than 16 million copies worldwide. Her 2004 sophomore effort, *Under My Skin*, debuted at No. 1 on the Billboard charts, as did her much anticipated third album, *Best Damn Thing*. Lavigne is also making a name for herself in the acting world, with a recent role in the Richard Linklater-directed *Fast Food Nation* and voice work in the animated *Over the Hedge*. For more information visit [www.avrillavigne.com](http://www.avrillavigne.com).

###