



**FOR IMMEDIATE RELEASE**

**Contacts:** Vicki Shamion, Kohl's  
VP of Public Relations  
Office: 262.703.1464  
[Vicki.shamion@kohls.com](mailto:Vicki.shamion@kohls.com)

Anne Janas, Hachette Filipacchi Media U.S.  
SVP, Corporate Communications  
Office: 212 767 5810  
[ajanas@hfmus.com](mailto:ajanas@hfmus.com)

## **Kohl's Announces Exclusive Partnership with ELLE**

***ELLE Women's Apparel Brand Available in United States and sold Exclusively at Kohl's Stores in Spring 2007***

MENOMONEE FALLS, Wis., February 7, 2007 - Kohl's Corporation (NYSE:KSS) and Lagardère Active Media Licensing, a division of the company that publishes *ELLE* magazine, today announced a multi-year licensing agreement to develop an *ELLE*-branded line of women's apparel to be sold in the United States exclusively at Kohl's stores. The collection will launch in approximately 300 selected stores nationwide and on Kohls.com beginning in Spring 2007.

"With consistent double-digit growth in readership, *ELLE* magazine is one of the most recognized women's brands in publishing," said Kevin Mansell, president of Kohl's Department Stores. "This exclusive partnership allows us to bring young women contemporary, runway-inspired fashions. The new *ELLE*-branded line continues to demonstrate Kohl's innovative strategy of bringing exclusive world class brands to its customers nationwide."

"This exciting licensing agreement with Kohl's is an extension of our parent company's global strategy for *ELLE*, the largest fashion magazine brand in the world. *ELLE* launched in France over 50 years ago, now publishes 39 magazine editions worldwide and has licensed products in more than 80 countries, including over 250 free-standing *ELLE* stores. Through this exclusive arrangement with Kohl's, *ELLE*-branded product will now be offered in the U.S.," said Fabrice A. Plaquevent, CEO, Licensing, Lagardère Active Media.

"We are very pleased to be part of this unique partnership with one of the most successful department store networks in the US. Fashion, stylishness and lifestyle have always been associated with *ELLE*, and we strongly believe that this collaboration will offer tremendous opportunity to develop innovative, modern and fashionable apparel lines," said Jack Kliger, president and CEO, Hachette Filipacchi Media U.S.

Kohl's will collaborate with Lagardère Active Media's Licensing Division based in Paris on the *ELLE* product design, and the collection will launch with hip wardrobe essentials and key trend items such as knit and woven tops, denim and twill bottoms, skirts, dresses, shorts and jackets, to name a few.

Kohl's will lead the development, distribution and marketing of the collection. Leveraging the strength of the *ELLE* brand and Kohl's, Hachette Filipacchi Media U.S. will coordinate print advertising in the U.S. edition of *ELLE* magazine.

### **About Kohl's**

Based in Menomonee Falls, Wis., Kohl's 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 817 stores in 45 states. For a list of store locations and information, or for the added convenience of shopping online, visit Kohl's Web site at [www.kohls.com](http://www.kohls.com). In addition, Kohl's recently launched [transformationnation.com](http://transformationnation.com), allowing customers to view the latest fall fashion essentials, interact with a virtual wardrobe planner, and stay up-to-date on fashion trends from industry experts.

### **About *ELLE* and Hachette Filipacchi Media U.S. ([www.hfmus.com](http://www.hfmus.com))**

*ELLE* is the largest fashion magazine in the world, with 39 editions on five continents. *ELLE* in the U.S reaches an audience of 4.9 million readers each month with millions more on line who find that *ELLE* represents style and substance with an independent point of view. *ELLE* is published by Hachette Filipacchi Media U.S.

Hachette's enthusiast brands reach over 50 million consumers through magazines and millions more on line and thanks to mobile content. The company's other prestigious brands include *American Photo*, *Boating*, *Car and Driver*, *Cycle World*, *ELLE Decor*, *ELLEgirl*, *Flying*, *Home*, *Metropolitan Home*, *Popular Photography & Imaging*, *Premiere*, *Road & Track*, *Shock*, *Sound & Vision* and *Woman's Day*. In addition to the print titles, each brand has a digital edition and a web site; and a growing number of Hachette brands, including *Car and Driver*, *ELLE*, *ELLEgirl*, and *Woman's Day* have brand extensions in television, radio, mobile services and consumer branded events. Hachette Filipacchi Media U.S., Inc. also includes book and custom publishing, integrated marketing, database and market research, as well as licensing, and is part of the Lagardère Active Media division of Lagardère SCA ([www.lagardere.com](http://www.lagardere.com)) headquartered in France.