



FOR IMMEDIATE RELEASE

Kohl's Teams Up with Fanatics in Exclusive, Long-Term Partnership to Significantly Broaden Licensed Sports Merchandise Assortment for Fans

Kohls.com to add hundreds of thousands of items to team merchandise assortment beginning in fall 2019

MENOMONEE FALLS, Wis., May 20, 2019 – [Kohl's](#) (NYSE: KSS) today announced an exclusive, long-term partnership with Fanatics, the global leader for licensed sports merchandise, to significantly broaden the fan gear assortment for Kohl's customers shopping online beginning in fall 2019. Hundreds of thousands of items across team apparel, jerseys and additional merchandise categories will give Kohl's customers access to a deeper selection of products to cheer on their favorite teams from major professional sports leagues and collegiate properties, including NFL, NCAA, NBA, MLB, NHL, MLS, and more. Through this new model, the expanded product assortment will be available directly through [Kohls.com](#) – operated by Kohl's – while Fanatics fulfills and ships customer orders directly.

"We are continually seeking opportunities to evolve our product offerings in order to give our customers even more of what they're looking for, and this expanded partnership with Fanatics conveniently brings more officially-licensed products across more favorite sports teams to Kohls.com," said Doug Howe, Kohl's chief merchandising officer. "Furthermore, we're able to offer the same convenience and value that customers have come to know and love from Kohl's – including the capability to buy via the Kohl's App, as well as the value of earning and redeeming Kohl's Cash."

Available beginning in fall 2019, the expanded assortment from Fanatics will include officially licensed men's, women's, and kids apparel, jerseys, hats, collectibles, and tailgating and novelty products. The new Fanatics merchandise expands Kohl's Fan Shop, the one-stop shop to get the entire family geared up for game day and beyond with a broad assortment of products from top national sports brands including Nike, Under Armour, adidas, Majestic, Fanatics, New Era, and more.

"Kohl's is a best-in-class retailer, and we're thrilled to elevate our existing wholesale relationship through this unique new offering which gives Kohl's customers access to a broader online assortment of fan gear across all sports and teams, including specialty hot market and championship gear," said Jack Boyle, Fanatics co-president of direct-to-consumer retail. "We're excited to offer more products directly to customers through the Kohls.com platform – which their loyal customer base is already familiar with – making this a win-win for everyone."

Cautionary Statement Regarding Forward-Looking Information

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Kohl's intends forward-looking terminology such as "believes," "expects," "may," "will," "should," "anticipates," "plans," or similar expressions to identify forward-looking statements. Such statements are subject to certain risks and uncertainties, which could cause Kohl's actual results to differ materially from those projected in such forward-looking statements. Such risks and uncertainties include, but are not limited to, those that are described in Item 1A in Kohl's most recent Annual Report on Form 10-K and as may be supplemented from time-to-time in Kohl's other filings with the SEC, all of which are expressly incorporated herein by reference. Forward-looking statements relate to the date initially made, and Kohl's undertakes no obligation to update them.

About Kohl's

Kohl's (NYSE: KSS) is a leading omnichannel retailer with more than 1,100 stores in 49 states. With a commitment to inspiring and empowering families to lead fulfilled lives, Kohl's offers amazing national and exclusive brands, incredible savings and an easy shopping experience in our stores, online at Kohls.com and on Kohl's mobile app. Since its founding, Kohl's has given more than \$700 million to support communities nationwide, with a focus on family health and wellness. For a list of store locations or to shop online, visit Kohls.com. For more information about Kohl's impact in the community or how to join our winning team, visit [Corporate.Kohls.com](#) or follow [@KohlsNews](#) on Twitter.



About Fanatics

As the global leader in licensed sports merchandise, Fanatics is changing the way fans purchase their favorite team apparel and jerseys through an innovative, tech-infused approach to making and selling fan gear in today's on-demand culture, including manufacturing and distributing all Nike NFL and MLB jerseys and fan apparel sold at retail beginning in 2020. Operating multi-channel commerce for the world's biggest sports brands, Fanatics offers the largest collection of timeless and timely merchandise whether shopping online, on your phone, in stores, in stadiums or on-site at the world's biggest sporting events.

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