



FOR IMMEDIATE RELEASE

## **Actress and Activist Zoe Saldana Launches Active Collection with adidas at Kohl's**

*The adidas x Zoe Saldana collection will be available on Kohls.com and select Kohl's stores beginning September 30*

**MENOMONEE FALLS, Wis., Sept. 10, 2020** – Kohl's (NYSE: KSS) and adidas, a global leader in the sporting goods industry, today announced a new collaboration with actress and activist Zoe Saldana to launch the adidas x Zoe Saldana collection of active apparel, footwear and accessories for women. Curated by Zoe Saldana herself, the trend-forward head-to-toe women's activewear collection includes tops, bottoms, jackets, footwear, bags, and hats. The collection includes an array of pastel and bold colors, for all women, whether hanging out at home or exercising on-the-go, providing her plenty of must-have stylish athleisure wardrobe options that will be available on Kohls.com and in select Kohl's stores beginning September 30. Kohl's will bring the adidas x Zoe Saldana collection to its millions of customers nationwide through a two-year partnership with adidas.

"I'm thrilled to partner with Kohl's and adidas on this exciting new collaboration," said Zoe Saldana. "As a mother, American Latinx woman and activist for others, I have a passion for empowering others and giving a voice to those who feel unheard and in curating this collection, it was important to me that we met the needs of everyday modern women. I know women will find confidence and strength in these stylish and functional pieces."

The adidas x Zoe Saldana collection features activewear for women that is both stylish and versatile, including a curated assortment of tops, bottoms, jackets, bags, hats, and unique footwear styles. Available in nearly 500 Kohl's stores and online at Kohls.com, the collection will be refreshed each season to offer customers a continuous assortment of new and trend-forward activewear.

"We are excited to partner with adidas — one of the world's most beloved and innovative active brands — in a new way to bring the adidas x Zoe Saldana collection to Kohl's customers nationwide," said Doug Howe, Kohl's chief merchandising officer. "As a destination for the active and casual lifestyle, our customers choose Kohl's for our quality, relevant active and athleisure for the family, and this new collection expands our women's active offerings and supports our continued efforts to grow our leadership in the active category."

"At adidas, the belief that through sport we have the power to change lives fuels our commitment to find partners that share this value and together, deliver the best to athletes and creators worldwide", said adidas Concept to Consumer Senior Director of Active, Michelle Bender. "With the help of Kohl's, a trusted partner of ours for decades, we're excited to welcome Zoe to the adidas family and look forward to the positive influence her collection and message can bring to all women," Michelle explained.

Over the past few years, Kohl's has also partnered with adidas to launch adidas shop-in-shops in 175 stores across the country, allowing customers to shop a curated assortment of adidas products in its own branded section — including everything from apparel to shoes and accessories.

To shop Kohl's active and athleisure assortment for the family visit [Kohls.com](https://www.kohls.com).

### **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. The Company 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 the Company's actual results to differ materially from those anticipated by the forward-looking statements. These risks and uncertainties include, but are not limited to, risks described more fully in Item 1A in the Company's Annual Report on Form 10-K, and in Item 1A of Part II in the Company's Quarterly Report on Form 10-Q for the quarter ended May 2, 2020, which are expressly incorporated



herein by reference, and other factors as may periodically be described in the Company's filings with the SEC. 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 \$750 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](https://www.kohls.com/corporate) or follow [@KohlsNews](https://twitter.com/KohlsNews) on Twitter.

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