

KOHL'S DEPARTMENT STORES, INC.
Kohl's #KohlsCashSweepstakes Sweepstakes
OFFICIAL RULES

To enter this Sweepstakes, you must agree to and abide by these Official Rules.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU MUST HAVE INTERNET ACCESS, A VALID EMAIL ADDRESS AND TWITTER ACCOUNT TO PARTICIPATE.

ELIGIBILITY: SWEEPSTAKES OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OF AGE (OR THE AGE OF MAJORITY IN THE JURISDICTION OF THEIR RESIDENCE, WHICHEVER IS OLDER) AT TIME OF ENTRY. VOID WHERE PROHIBITED BY LAW.

1. **Sponsor:** Kohl's Department Stores, Inc., N56 W17000 Ridgewood Drive, Menomonee Falls, WI 53051 ("Sponsor").
2. **Administrator:** LeadDog Marketing Group, Inc., 440 9th Avenue, 17th Floor, New York, NY 10001 ("Administrator").
3. **Eligibility:** The "#KohlsCashSweepstakes" (the "Sweepstakes") is open only to legal residents of the 50 United States and Washington D.C., who are at least 18 years of age (or the age of majority in the jurisdiction of their residence, whichever is older) and who have a valid e-mail account, Twitter account and Internet access as of 7/12/18. Employees of Sponsor, Administrator, any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, or supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies (collectively, the "Promotion Entities"), and the immediate family and household members of any of the foregoing individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three (3) months a year, whether related or not. Potential winners may be required to provide proof of eligibility prior to prize award. **Void where prohibited or restricted by law.**
4. **Sweepstakes Schedule:** The Sweepstakes begins on or about 9:00 am Central Standard Time ("CST") on Friday, July 13, 2018 and ends at 11:59 pm Central Standard Time ("CST") on Wednesday, August 29, 2018 ("Promotion Period"). There will be five (5) separate and distinct Sweepstakes Periods as set forth in the chart below during the Promotion Period. Each Sweepstakes Period will consist of a series of Daily Periods described below (For avoidance of doubt, the Sweepstakes will be dormant and inactive in between Sweepstakes Periods).

Administrator’s computer is the official clock for this Sweepstakes. For purposes of these Official Rules, all times and days are Central Standard Time.

Sweepstakes Periods

Sweepstakes Period	Begin Date	End Date
Sweepstakes Entry Period #1	09:00 am CST on 7/13/18	11:59:59 pm CST on 7/18/18
Sweepstakes Entry Period #2	09:00 am CST on 7/26/18	11:59:59 pm CST on 7/29/18
Sweepstakes Entry Period #3	09:00 am CST on 8/3/18	11:59:59 pm CST on 8/12/18
Sweepstakes Entry Period #4	09:00 am CST on 8/16/18	11:59:59 pm CST on 8/19/18
Sweepstakes Entry Period #5	09:00 am CST on 8/22/18	11:59:59 pm CST on 8/29/18

During each Sweepstakes period, there are consecutive Daily Periods. The first Daily Period begins on or about 9:00 AM CST on the first day of the respective Sweepstakes Period and ends at 11:59 PM CST on the last day of the respective Sweepstakes Period. Thereafter, the entry period for each subsequent Daily Period will start at 12:00 AM and end at 11:59 PM on the following day for each day of the respective Sweepstakes Period (each, an “Entry Period”). Administrator’s computer is the official clock for the Promotion. No entries will be accepted after 8/29/18 at 11:59 PM CST.

5. Sweepstakes Entry:

During the Promotion Period, send a tweet with or without a photo of a Kohl’s item from your family’s back to school wish list containing the hashtag #KohlsCashSweepstakes. You may include a photo with your tweet but it is not necessary. You may include a photo with your tweet, but this is not required. (Nor will the inclusion of a photo in any way enhance your odds of winning a prize.) If you do include a photo, all use of the word “tweet” (as used in conjunction with entries made via Twitter as per this section) includes the accompanying photo as well.

BY SUBMITTING A TWEET ALONG WITH THE HASHTAG #KOHLS CASH SWEEPSTAKES, YOU ARE INDICATING THAT YOU HAVE READ, UNDERSTOOD AND FULLY AGREE TO THESE OFFICIAL RULES. DO NOT SUBMIT A TWEET WITHOUT FIRST REVIEWING THESE OFFICIAL RULES.

Partial or incomplete/piecemeal submissions (e.g., tweeting your Kohl’s wish list item without the hashtag #KohlsCashSweepstakes; tweeting the hashtag

#KohlsCashSweepstakes without your Kohl's wish list item) will NOT BE ACCEPTED.

Tweet must be the original work of the entrant (DO NOT COPY OTHERS' WORKS, IN WHOLE OR IN PART. YOU MUST OTHERWISE COMPLY WITH THE CONTENT GUIDELINES BELOW AND OTHER TERMS HEREIN). DO NOT INCLUDE OR REFERENCE ANYBODY OTHER THAN YOURSELF IN THE TWEET. For entry, person must be at least 18 years of age (or the age of majority in the jurisdiction of their residence, whichever is older) at time photo was taken or tweet was posted (as applicable). Do NOT include personal information (e.g., your name, e-mail address or phone numbers) in the tweet itself; if tweet contains personal information, it is your sole responsibility to remove all such personal information from the tweet before uploading the tweet from your Twitter account for the Sweepstakes. Among other points, tweet must comply with these Official Rules in all respects, including without limitation, the Content Guidelines below.

To be eligible for the Sweepstakes, tweets must be submitted in compliance with the format and other requirements set forth on Twitter; such requirements being made a part of these Official Rules and incorporated herein by reference.

Once submitted, tweets become the sole property of Sponsor (subject only to the rights of Twitter, as applicable), cannot be modified by entrant, and will not be returned. By submitting a tweet, entrant gives permission (and warrants and represents that he/she has obtained all rights necessary to give such permission and grant the license herein described, including from the photographer, if other than entrant) to Sponsor and its designees and hereby grants Sponsor and its designees a royalty-free, irrevocable, perpetual, worldwide, sub-licensable, non-exclusive license (herein "License") to post entrant's tweet, name, likeness and all other information about the entrant contained in the tweet on any media and through any means now known or hereafter devised, including without limitation, the World Wide Web, and to otherwise use entrant's tweet, name, likeness and all other information about entrant in the tweet, and make derivative works therefrom, without compensation in accordance with the requirements of this Sweepstakes and the advertising, promotion, and publicity of the Sweepstakes, Sponsor's products and services, and otherwise, as stated in these Official Rules (as solely determined by Sponsor). Such License will be confirmed by potential winner upon Sponsor's request and potential winner agrees to timely complete, sign and deliver any and all necessary documents, including without limitation, documents setting forth any licenses, releases and indemnities that Sponsor in its sole discretion may require, without condition or compensation of any kind, as well as to use his/her best efforts to facilitate Sponsor's procurement of similar confirming documents from the photographer if other than the potential winner. Sponsor's failure to receive all documentation from all individuals within the prescribed timeframe, in each instance as required by Sponsor in its sole discretion, will result in the disqualification of the entry and, at Sponsor's option, the selection of another entry as a potential winner.

Limit one (1) Entry per person per Entry Period submitted per Twitter account.

Multiple entries and/or mass entry attempts may result in disqualification of all entries by such person/email address/Twitter account. Entries must be manually key-stroked by the Entrant; use of automated entry devices or programs, or entries by third parties by any method of entry, are prohibited. Entries that do not conform to or that violate these Official Rules or are submitted in any manner other than stated in these Official Rules will be disqualified. Sponsor and Administrator will not be responsible for late, lost, incomplete or misdirected entries. Proof of submission of entry does not constitute proof of receipt of same. All entries must be submitted via "tweet" on Twitter in their entirety prior to expiration of Promotion Period. By entering this Sweepstakes, entrants agree to these Official Rules and the decisions of the Administrator and Sponsor, which are binding and final in all matters relating to this Sweepstakes.

You may only use one (1) Twitter account to participate in the Sweepstakes. All Tweets must comply with the Twitter Terms of Service and Twitter Rules available at the Twitter Web Site. Important note: If your Twitter account is set to "protected mode," your updates/responses may not be visible in Sponsor's @kohls timeline and may not thus be received by Sponsor unless you previously consented to permit @kohls to see your Twitter updates. Do not use the hashtag #KohlsCashSweepstakes for purposes other than participation in the Sweepstakes.

If you opt to access Twitter via your wireless mobile device, data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions.

If for any reason the Sweepstakes is not capable of running as planned (in whole or in part), including infection by computer virus, bugs, tampering, unauthorized intervention, fraud or technical failures beyond Sponsor's control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to disqualify any individual, whether or not the individual is a participant in the Sweepstakes, who tampers with the entry process, and to terminate, modify or suspend the Sweepstakes (in whole or in part). In such event, Sponsor reserves the right to conduct the Sweepstakes and award the prizes by means of random drawing comprised of all eligible entries received for such affected random drawing prior to and/or after (as appropriate) the action taken by Sponsor or otherwise in a manner which is fair, appropriate and consistent with these Official Rules, as determined by Sponsor in its sole discretion. Notice of termination/modification/suspension of Sweepstakes will be posted on

Kohls.com, as well as on Sponsor's official Twitter page. Without limitation of any other term here, Sponsor and its agencies are not responsible for failed, partial or garbled computer transmissions, technical failures of any kind (including but not limited to electronic malfunction or damage of any network, hardware or software), any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or loss, destruction or unauthorized access to, or alteration of, entries or Sweepstakes Tweets; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry to be received or for any Sweepstakes Tweet to be accessible on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile device related to or resulting from participation in this Sweepstakes. Sponsor and its agencies also expressly disclaim any responsibility for entries not received and/or Sweepstakes Tweets not being accessible due to filtering or other operation of the functionality of Twitter.

Entrants further agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from participating in the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PERSON, WHETHER OR NOT THE INDIVIDUAL IS A PARTICIPANT IN THE SWEEPSTAKES, MAKING SUCH ATTEMPT AND SEEK DAMAGES TO THE FULLEST EXTENT OF THE LAW.

6. Content Guidelines: In addition to complying with all other requirements of these Official Rules and/or on Twitter; each tweet (as applicable) must comply with the following guidelines ("Content Guidelines"). **Any tweet that Sponsor/Administrator, in their sole discretion, determine is in violation of any Content Guideline may be disqualified.** Each entry/tweet and comment must not:

- Contain content, image(s) or material that violates or infringes any third party rights of any kind, including without limitation, any third party privacy, publicity, trade secret and/or intellectual property rights, including third party registered and/or common law copyrights and trademarks;
- Disparage Sponsor, Administrator, any other person or entity affiliated with the Sweepstakes or products, services or entities that are competitive with any of the foregoing;
- Contain brand names, trademarks or logos of any third party other than those owned by or licensed to Sponsor, subject to the tweet complying with all other requirements of these Official Rules (including these Content Guidelines) and/or on Twitter; entrant has a limited, non-exclusive, revocable license to use Sponsor's trademarks solely and only to incorporate them in his/her tweet submitted in this Sweepstakes*;

- Contain content, images, artwork or other creative elements not created by and original to entrant;
- Contain content, images or other material that is misleading, inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Contain content, images or other material that reflects, advocates or promotes bigotry, racism, hatred, harm or exploitation of or against any class, group or individual, discrimination based on race, gender, religion, nationality, disability, sexual orientation or age, or actions or activities that are restricted, prohibited, illegal or unlawful (including without limitation, the consumption of alcohol or any other controlled substances);
- Contain content, images or other material that is unlawful or in violation of or contrary to any applicable federal or state laws or regulations;
- Have been previously submitted in a promotion of any kind, or published, posted, exhibited or displayed publicly for commercial use by any means and in any form or media (the preceding excludes only the previous posting of photos of merchandise from www.kohls.com).

In addition to the foregoing, the tweet cannot:

- Contain executable programming of any kind, including without limitation, viruses, worms, Trojan horses, spyware, malware, time bombs, Easter eggs, cancel bots or any kind of malicious or benign computer programming whatsoever; and
- Contain encrypted content of any kind, including without limitation, encoded messages.

If a file and/or tweet cannot be opened, viewed and/or accessed by Sponsor or Administrator for any reason whatsoever, that file and/or tweet shall be disqualified without any fault or liability of the Released Parties, as defined below.

***Sponsor grants to each qualified entrant a limited, non-transferable, non-exclusive, non-sublicensable, revocable right to use its trademarks solely for purposes of and limited to including them in the tweets submitted in this Sweepstakes; such right and license will automatically expire without further act of any party at the expiration of the Promotion Period, unless specifically extended on an individual basis by Sponsor in writing in its sole discretion. Any other use of Sponsor's and/or its licensors' trademarks will be a violation of Sponsor's or its applicable licensor's intellectual property rights. Sponsor's items (including the trademarks) cannot be modified, adapted, or edited by entrant; the preceding only excludes modifications due to technological limitations or malfunctions.**

7. Random Drawings/Selection of Winners/Notification of Winners: Potential prize winners will be selected from among all eligible entries received during each Entry Period in a series of random drawings. Drawing will be conducted by LeadDog Marketing Group, Inc., an independent judging organization/Administrator whose decisions are final and binding on all matters related to the Sweepstakes. The drawings will take place on the subsequent

business day following each Entry Period. Non-winning entries will **NOT** be retained for subsequent days' drawings. Each potential winner will be notified by direct message from the Sponsor's official Twitter account (@Kohls). It is recommended you confirm your Twitter notification settings are turned on. The initial verification notification (direct message) will request that the potential winner email the Administrator at a specific email address with specific personal information (e.g., full name, address, phone number, email address, date of birth, and Twitter username). Failure to respond to the initial verification notice within twenty-four (24) hours with all required information, or if initial verification notice is undeliverable after two (2) attempts will result in disqualification. Potential winner may be required to sign and return within three (3) business days, an Affidavit of Eligibility, Release and Indemnification, and a Publicity Release where allowed by law ("Winner Documents"). If the Winner Documents are not returned to Sponsor within specified time period (if applicable), potential winner may be disqualified. If a potential winner is disqualified, or if prize is returned as undeliverable, prize will be awarded to an alternate winner selected in a random drawing from all remaining non-winning eligible entries received during the applicable Entry Period. In the event of any dispute concerning the identity of any Entrant, the Entry will be deemed submitted by the natural person who is the authorized holder of the email account associated with the Twitter account used to participate in the Sweepstakes. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

8. Prizes, Approximate Retail Value ("ARV") and Odds:

Sweepstake Period #1 Prizes (one-hundred winners per Entry Period, total of six-hundred (600) winners): Each prize winner will receive a \$50 Kohl's Cash coupon (subject to terms and conditions thereon).

Sweepstake Period #2 Prizes (one-hundred winners per Entry Period, total of four-hundred (400) winners): Each prize winner will receive a \$50 Kohl's Cash coupon (subject to terms and conditions thereon).

Sweepstake Period #3 Prizes (one-hundred winners per Entry Period, total of one-thousand (1,000) winners): Each prize winner will receive a \$50 Kohl's Cash coupon (subject to terms and conditions thereon).

Sweepstake Period #4 Prizes (one-hundred winners per Entry Period, total of four-hundred (400) winners): Each prize winner will receive a \$50 Kohl's Cash coupon (subject to terms and conditions thereon).

Sweepstake Period #5 Prizes (one-hundred winners per Entry Period, total of eight-hundred (800) winners): Each prize winner will receive a \$50 Kohl's Cash coupon (subject to terms and conditions thereon).

Prizes must be redeemed within the time period listed on coupon.

Odds of winning prize depend on total number of eligible entries received for applicable Entry Period during the Promotion Period. Winner is not entitled to exchange or transfer prize or to obtain cash or other substitutes and Sponsor reserves the right to substitute prize of equal or greater value if the prize listed is unavailable for any reason. Federal, state and local taxes are the sole responsibility of the prize winner. **Limit of one (1) prize per person/family/household per Entry Period.**

- 9. Conditions and Limitations of Liability:** By participating, each entrant agrees: (a) to be bound by these Official Rules and the decisions of Sponsor and Administrator, which shall be final in all respects; and (b) to release, discharge and hold harmless the Promotion Entities, Twitter Inc., each of their respective advertising and promotion agencies, each of the foregoing entities' respective parent, subsidiary, related, affiliated and successor companies, and each of their respective officers, directors, agents, representatives and employees (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage, including, without limitation, death and bodily injury, arising in any manner, directly or indirectly, in whole or in part, from participation in this Sweepstakes or any Sweepstakes-related activity, and/or from entrant's acceptance, receipt, use or misuse of any prize. Without limiting the foregoing, Sponsor makes no warranty, representation or guarantee of any kind regarding the Grand Prizes, including the warranty of merchantability or fitness for intended purpose.

By accepting a prize, winner grants Sponsor and its designees permission to use his/her name, voice, likeness, photograph, prize information, biographical data and city and state of residence on a winners' list and for programming, publicity and promotional purposes, worldwide in all forms of media now known or hereafter developed, in perpetuity, without further compensation unless prohibited by law. Sponsor and its designees are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. Sweepstakes subject to the laws of the United States only. All federal, state and local laws and regulations apply. All entries become the property of Sponsor and will not be acknowledged.

- 10. Disputes:** To the fullest extent permitted by law, entrant agrees that: (1) Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or the awarding of prizes shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Wisconsin or an appropriate Wisconsin State Court; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other

damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

11. Privacy Policy: The entry information provided is subject to the Kohl's Privacy Policy available at <http://www.kohls.com/catalog/common/content.jsp?pageName=securityprivacy>

12. Winners' List: For the list of winners, mail a self-addressed, stamped envelope to: Kohl's #KohlsCashSweepstakes Sweepstakes Winners, c/o LeadDog Marketing Group, 440 9th Avenue, 17th Floor, New York, NY 10001. All such requests must be received by September 14, 2018.

This promotion is in no way sponsored, endorsed or administered by, or associated with Twitter Inc. By participating in the promotion, you are providing your information to Kohl's Department Stores, Inc., not to Twitter Inc.