

Kohl's Holiday Quest Promotion

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Promotion Overview:

Kohl's Holiday Quest Promotion (the "Promotion") includes an ("Instant Win Game") and a ("Sweepstakes").

Eligibility:

The Promotion is open only to legal residents of the 50 United States and the District of Columbia who are at least 18 years old at the time of entry. To receive a prize valued at \$2,000 or more, entrant must be able to submit a valid IRS Form W-9. Employees of Kohl's, Inc. ("Sponsor"), Merkle Inc. ("Administrator"), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation constitutes entrant's full and unconditional agreement to these official rules ("Official Rules"). The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. In the event there is a discrepancy or inconsistency between any other statements contained in any Promotion-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site (defined below in the "How to Enter" Section), the Official Rules as posted on the Promotion Site shall prevail, govern and control. Entrants agree that they may not use any method to obtain more than the stated number of permissible Sweepstakes entries or Instant Win Game plays using robotic, automatic, programmed, or any other means (including but not limited to using multiple/different email addresses, identities, registrations and logins or any other methods. Violation of any of these requirements will void all Sweepstakes entries and Instant Win Game plays for the person(s) responsible for such action and result in their disqualification from the Promotion.

Sponsor/Administrator:

Sponsor: Kohl's, Inc., N56 W17000 Ridgewood Drive, Menomonee Falls, WI 53051. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2100, Southfield, MI 48075.

Timing:

The Promotion begins on November 7, 2025 at 12:00 a.m. Eastern Time ("ET") and ends on December 25, 2025 at 11:59 p.m. ET (the "Promotion Period").

For the Instant Win Game, there are 3 phases, as outlined below:

Phase	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET
1	November 7, 2025	November 22, 2025
2	November 23, 2025	December 1, 2025
3	December 2, 2025	December 25, 2025

Administrator's servers are the official time-keeping devices for the Promotion.

How to Enter:

During the Promotion Period, visit www.kohlsholidayquest.com ("Promotion Site") and follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), email address, and home address (P.O. Boxes are not permitted). You will receive 1 entry into the Sweepstakes and 1 Instant Win Game play per day. Once on the Instant Win Game page, follow the links and instructions and the results of the Instant Win Game will be displayed. If you play the Instant Win Game and you are not a potential winner of an Instant Win Game prize, you will, however, receive 1 additional Sweepstakes entry. Potential winners of the Instant Win Game will receive an email notification with prize claim instructions. Only potential winners who timely complete prize claim requirements and/or are verified as eligible, subject to household prize limits, will be awarded a prize. Administrator is responsible for the functionality of the Instant Win Game. **Entry Limit:** You may receive 1 Sweepstakes entry and 1 Instant Win Game play per day during the Promotion Period for registering or logging into the Promotion Site; you may receive 1 additional Sweepstakes entry per day during the Promotion Period if you lose the Instant Win Game, as outlined above.

If you choose to use a mobile device, standard message and data rates apply in accordance with your personal mobile service plan. Check details of your plan prior to using a mobile device to enter. A mobile device is not required to enter.

Additional Sweepstakes Entries: During the Promotion Period, you may earn additional Sweepstakes entries, as outlined below:

Method 1 - Purchase Method of Entry and/or Mail-in Method of Entry:

- **Purchase Method:** During the Promotion Period, visit a Kohl's store location in the United States (including the District of Columbia) or <https://www.kohls.com/> and make a purchase ("Qualifying Purchase") and keep your receipt. Receipts cannot be given away, bartered, auctioned, sold, or traded and all such receipts may be void. Participation in the Program by individuals who take such actions may be terminated at Sponsor's discretion. Your receipt will include a barcode. During the Promotion Period, visit the Promotion Site and follow the links and instructions to register or log in (as outlined above) and then click on the "Scan Barcode on Receipt" button and use a mobile device or desktop computer with a camera and scan the barcode on your receipt. You can only scan 1 Qualifying Purchase barcode per day during the Promotion Period. Each Qualifying Purchase barcode can only be scanned 1 time during the Promotion Period.

Once your Qualifying Purchase has been validated, you will receive 1 "Punch" on a virtual "Punch Card." Once you make 3 Qualifying Purchases/earn 3 Punches on your Punch Card, you will receive 20 additional entries into the Sweepstakes. Once you make 6 Qualifying Purchases/earn 6 Punches on your Punch Card, you will receive 50 additional entries into the Sweepstakes. Once you make 9 Qualifying Purchases/earn 9 Punches on your Punch Card, you will receive 100 additional entries into the Sweepstakes.

- **Mail-in Method:** To enter without making a Qualifying Purchase, print your name, address, phone number, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "Kohl's Holiday Quest Promotion," c/o Merkle Inc., P.O. Box 5025, Department 867796, Kalamazoo, MI 49003-5025. **You must also list out the number of Punches for which you are entering on the outside of the envelope, (either "3 Punches", "6 Punches", or "9 Punches").** If you write "3 Punches" on the outside of your envelope, you will receive 20 additional entries into the Sweepstakes. If you write "6 Punches" on the outside of your envelope, you will receive 50 additional entries into the Sweepstakes. If you write "9 Punches" on the outside of your envelope, you will receive 100 additional entries into the Sweepstakes. Limit: 1 request per envelope. You may only submit 1 mail-in request for 3 Punches, 1 mail-in request for 6 Punches, and 1 mail-in request for 9 Punches. If you do not indicate the number of Punches on the outside of the envelope, your entry will be voided, and you will not receive any entries into the Sweepstakes. All mail-in entries must be sent/postmarked by December 26, 2025 and received by January 5, 2026. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may receive up to 170 additional Sweepstakes entries during the Promotion Period by any combination of the entry methods listed above (making a Qualifying Purchase and/or sending in a mail-in entry).

Method 2 – Kohl's App: Visit the Promotion Site and follow the links and instructions to click on the Kohl's App button to receive 1 additional entry into the Sweepstakes. **Limit:** You may receive 1 additional Sweepstakes entry during the Promotion Period via this method.

Entry Limits:

Multiple entrants are not permitted to share the same email address. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Promotion. If any additional information provided by entrant is inconsistent with the information provided at registration for this Promotion, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

Operation of Sweepstakes and Instant Win Game:

Administrator is an independent organization whose decisions as to the administration and operation, including the selection of potential winners, are final and binding in all matters related to the Promotion.

Sweepstakes:

Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period, on or around January 13, 2026 and will notify potential winner by email. The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

Instant Win Game:

There will be 14,500 random, computer-generated winning times seeded, one for each Instant Win prize offered. For the Phase 1 Instant Win Game Prize, there will be 250 random, computer-generated winning times seeded per day during Phase 1. For the Phase 2 Instant Win Game Prize, there will be 500 random, computer-generated winning times seeded per day during Phase 2. For the Phase 3 Instant Win Game Prize, there will be 250 random, computer-generated winning times seeded per day during Phase 3.

If you are the first player to play the Instant Win Game at or after one of the randomly-seeded times, you will be a potential instant winner of the prize indicated, subject to verification of potential winner's eligibility and the household prize limitations. Only the first eligible entrant from a household to receive an on-screen notification of winning an Instant Win prize will be eligible to win the applicable prize. The odds of winning a prize depend on the date/time of entrant's game play, the number of prizes remaining available at the time of the game play, and the number of eligible Instant Win Game plays received. The number of prizes available to be won will diminish as they are awarded.

Potential Winners Subject to Verification:

All potential winners are subject to verification by Sponsor and Administrator. **An entrant is not a winner of any prize, even if the Instant Win Game or Sweepstakes should so indicate, unless and until**

entrant's eligibility has been verified and entrant has been notified that verification is complete.

Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Instant Win Game play that occurs after the system has failed for any reason is deemed a defective play, is void and will not be honored.

Potential winners (or parent/legal guardian if winner is a minor in their state of residence) of prizes valued at \$2,000 or more will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") and an IRS Form W-9 which must be received by Administrator within 5 days of the date notice or attempted notice is sent, in order to claim the prize. All other potential winners may be required to provide their name, home mailing address (P.O. Boxes not permitted) and date of birth to confirm eligibility and for purposes of prize fulfillment within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of any prize is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only 3 alternate drawings will be held, after which the prize will remain un-awarded.

Prizes:

Quantity, Description and Approximate Retail Value ("ARV"):

Sweepstakes Prize:

- **1 Grand Prize:** A \$100,000 check. ARV: \$100,000.

Instant Win Game Prizes:

- **4,000 Phase 1 Instant Win Game Prizes:** \$50 Kohl's Cash®. ARV: \$50.00.
- **4,500 Phase 2 Instant Win Game Prizes:** \$100 Kohl's Cash®. ARV: \$100.00.
- **6,000 Phase 3 Instant Win Game Prizes:** \$50 Kohl's Cash®. ARV: \$50.00.

Total ARV:

The total ARV of all available prizes in the Promotion is \$1,050,000.

Additional Prize Terms: Terms and conditions of Kohl's Cash® apply. Kohl's Cash® may be redeemed in-store or on-line at www.Kohls.com. Kohl's Cash® is not legal tender. No cash back. **PROMOTIONAL KOHL'S CASH® REDEEM:** Can be redeemed for one transaction during the stated redeem window with any other coupon; ANY UNUSED AMOUNT WILL BE FORFEITED. Limit of 1 per transaction. **KOHL'S CASH® AND OTHER DOLLAR-OFF COUPONS WILL BE APPLIED PRIOR TO PERCENT-OFF**

TOTAL PURCHASE COUPONS. Kohl's Cash® may not be redeemed on (1) Sephora at Kohl's merchandise; (2) Kohl's Cares® cause merchandise or other charitable items; (3) Gift Cards; (4) price adjustments; (5) payments to a Kohl's credit card or any third-party charge account; or (6) any services or fees, including taxes and shipping. **RETURN VALUE OF MERCHANDISE PURCHASED WITH THIS PROMOTIONAL KOHL'S CASH® WILL BE SUBJECT TO ADJUSTMENT. RETURN KOHL'S CASH WILL NOT BE ISSUED UPON RETURN OF MERCHANDISE OR CANCELLATION OF ORDER.**

Nontransferable. See associate for details.

Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Winners of a prize equal to or greater than \$2,000 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. The Sweepstakes Grand Prize will be fulfilled approximately 8-10 weeks after conclusion of the Promotion. There will be only 1 Sweepstakes Grand Prize winner. Limit: 1 Instant Win Game Prize per day during the Promotion Period per household.

Release:

By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Promotion constitutes each winner's consent and grant to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, Promotion entry, social handle and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may

do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above-mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Promotion; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Promotion, as determined by Sponsor in its sole discretion.
- Where one or more of the above Issues occurs, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of the Issue; and/or modify the prizes offered.

Sponsor's Right to Disqualify Entrants:

Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Rules:

In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent than the number of prizes offered in these Official Rules, Sponsor reserves the right to award only the stated number of prizes through a random drawing from among those entrants who were notified, confirmed to be eligible and where applicable, took the required action to claim the prize.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Promotion;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Promotion, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrants sole remedy is to take the required actions to receive another entry(s) in the Promotion, if it is possible; or
- Any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or to the receipt, use, inability to use or misuse of any prize.

Disputes:

Except where prohibited, entrant agrees that:

- Any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded 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 the appropriate Wisconsin State Court located in Waukesha County, Wisconsin;
- Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and
- 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 Promotion, 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.

Severability:

If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then:

- The validity, legality and enforceability of such provision as applied to any other particular facts or circumstances and the other provisions of these Official Rules shall not in any way be affected or impaired thereby; and
- Such provision shall be enforced to the maximum extent possible.

In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it so as to be enforceable to the extent compatible with applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

Winner List:

See this [winner list](#) for the Promotion winners. The winner list will be posted after winner confirmation is complete.

Name Removal Notification System:

If you would like your name removed from Sponsor's marketing mailing list, please call 1-855-564-5705 and your name will be removed within 60 days of the request.

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