



**FOR IMMEDIATE RELEASE**

**Target.com Announces Vendor Partners for Replatforming Effort  
-- Sapient Enlisted as Lead Partner --**

**MINNEAPOLIS** (Jan. 11, 2010) – Target (NYSE: TGT) announced today that it has selected its core vendor partners to assist in building and managing the new Target.com eCommerce platform.

Partners include:

- Sapient, which will serve as the lead partner and integrator
- IBM , which will provide the multichannel eCommerce platform
- Endeca, which will provide search and navigation functionality
- Autonomy, which will be the content and digital asset management provider
- Sterling, which will handle order management
- HUGE, which will provide visual design for the site

Target plans to launch its new Web site before the 2011 holiday season. Amazon will continue to provide the technology platform and fulfillment services for Target.com between now and the site re-launch.

“We have already made great progress in our replatforming effort, and are confident that we have the right partners in place to deliver an enhanced experience for Target.com guests,” said Steve Eastman, president, Target.com. “We believe that an integrated multi-channel strategy will be integral to our future growth, and the replatforming effort is a primary component of this strategy.”

In addition to those listed, Target will work with a portfolio of specialty vendors, as well as its internal team, to support the development and management of the new site.

The statement on expected completion of and transition to a new Target.com platform is a forward-looking statement within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements speak only as of the date they are made and are subject to risks and uncertainties which could cause the company's actual results to differ materially. Such risks and uncertainties include but are not limited to: Target's ability to procure the necessary hardware and software for the platform; the compatibility of technology obtained from different vendors; and availability of sufficient qualified personnel to complete the platform on a timely basis.

### **About Target**

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million each week.

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