

Target Stores
District Office D227 & D228
740 West Camelback Road
Phoenix, Arizona 85013



August 6th, 2003

Brent Nichols
902 East Myrtle Avenue
Phoenix, AZ 85020

Dear Brent,

Thank you for writing us about your concerns with guests calling our store "Tar-zhay". The Target Corporation calls our stores "TARGET". Over time consumers/guests have referred to our stores as Tar-zhay due to the thinking that we are a more upscale discount retailer compared to maybe a Walmart or Kmart. Even Oprah Winfrey poked fun and said on her talk show. This word has nothing to do with any dealings with France. I don't know of any relationship with the Target Corporation and France.

Thank you for shopping at Target!

Sincerely,

A handwritten signature in blue ink that reads "Jeff Benton".

Jeff Benton
District Team Leader



Target Stores
Mail Stop 1A-X
P.O. Box 9350
Minneapolis, Minnesota 55440-9350



August 19, 2003

Mr. Brent Nichols
902 East Myrtle Avenue
Phoenix, AZ 85020

Dear Brent:

Thank you for contacting Target® Stores regarding your inquiry and for giving us the opportunity to respond.

Our official name and pronunciation is Target. The word you refer to, "Tar-zhay" is a friendly nickname many of our guests have created and used in a way that playfully refers to us as an Upscale Retailer. This nickname has not been created nor is it used by our company in any official way.

We value your business and hope you will continue to shop at Target!

Sincerely,

Dan V
Guest Relations

[Faint mirrored text and signature bleed-through from the reverse side of the page]