

TARGET CORPORATION'S JEN KLISE, GROUP MANAGER OF CORPORATE INNOVATION, TO CHAIR INAUGURAL PRODUCT OF THE YEAR JURY IN THE U.S.

Jen Klise to Lead Recognition of the Most Innovative Consumer Products Available in U.S. Supermarkets and Drugstores

NEW YORK, Aug. 6, 2008 -- Jen Klise, Group Manager of Corporate Innovation at Target Corporation (NYSE: TGT), has been named jury chair for the inaugural Product of the Year Awards in the U.S. Ms. Klise will lead industry leaders and influencers on September 18 in New York as they review hundreds of brands sold in supermarkets and drugstores vying for the honor of displaying the Product of the Year symbol on their products.

Product of the Year, a standard for consumer confidence in Europe for over 20 years, is the largest and most representative consumer-voted award for product innovation. Companies such as Coca Cola, Nestle and L'Oreal, compete to win in various categories such as: Skin care, pet food, cereal, hair care, beverages, oral hygiene, and household cleaners. This is the first time the award will be conducted in the U.S.

"An award like Product of the Year that focuses on high quality and innovation is a critical element in our saturated consumer marketplace," said Klise. "By empowering consumers to select the best products, Product of the Year provides a critical service to consumers--seeing the POY logo on a product is a clear determination that the product has excelled compared to other brands."

Once the Product of the Year jury concludes their review on September 18, the finalists will be reviewed by 100,000 U.S. consumers to determine which products will be awarded the title of Product of the Year. Winners will be revealed at the Product of the Year awards ceremony in January 2009.

Mike Nolan, Global CEO of Product of the Year said: "We are extremely happy that [Name] will be working with us on this first stage of the Product of the Year award process. She is a noteworthy expert on product innovation, and her keen eye and [years] of experience will be a valuable asset to determining the very best products available to U.S. consumers."

Product of the Year is also announcing the appointment of Peter Mills and John Greeniaus to the North American Board of Directors. As members of the Board of Directors for Product of the Year North America, Mills and Greeniaus will advise POY on its ongoing North American operations. Peter Mills is the former president and COO of BBDO North America, and John Greeniaus is the former Chairman & CEO of Nabisco, Inc., and a Director of The Interpublic Group.

Due to overwhelming interest in Product of the Year, the deadline for product entry has been extended to August 31.

For more information visit <http://www.productoftheyearusa.com/>

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About Product of the Year:

Product of the Year is both a powerful set of words and a simple idea. Every year, thousands of consumers get to vote on the most innovative products launched in the previous 18 months. And every year they pick winners in each product category. With offices in 20

countries around the world and a 22 year track record, we are now ready to make our debut in the U.S. We're here for three simple reasons: We want to help consumers make the right decisions about the products they buy, We want companies to make better products, We want to help brands make money. Product of the Year does all three by letting consumers vote on which products they like best and giving the winners a powerful marketing message. As a result, the winners are happy to see their sales go up an average of 10-15% and consumers are happy to buy a product that 100,000 other shoppers like them said was the best. For more information visit: [www.productoftheyearusa.com/](http://www.productoftheyearusa.com/).

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