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**TARGET TAKES ADVERTISING TO NEW HEIGHTS  
WITH ARTIST-DESIGNED TIMES SQUARE BILLBOARDS**

*Unique opportunity for Target shoppers to own a piece of New York City  
when billboards are upcycled into Anna Sui bags*

MINNEAPOLIS (September 4, 2009) – Today, Target transforms its iconic Times Square billboards into an artistic homage to New York City with the unveiling of larger-than-life commissioned works from emerging artists. The billboards, which will remain on display through the end of October, will take on a second life after their run on 42<sup>nd</sup> Street when the vinyl is restyled into 1,600 limited-edition, affordable tote bags, based on a design conceived exclusively for Target by fashion icon Anna Sui.

“As a supporter of the arts, Target is thrilled to give emerging artists the most visible canvas in the world to display their work,” says Michael Francis, executive vice president and chief marketing officer, Target. “We look forward to extending the artworks’ reach as the billboards take on second lives as tote bags.”

The art installation offers New Yorkers and visitors to NYC alike the opportunity to own a piece of Times Square. The unique billboard bags are available for \$29.99 at [Target.com/billboardbag](http://Target.com/billboardbag) while supplies last.

At the time of purchase, guests can further customize their tote by selecting which of the four artists’ work will be restyled into their unique bag. The fashion-forward totes will be shipped to guests in January 2010.

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“My design fuses art and ingenuity with New York City street-chic,” says Anna Sui. Concepted in city-savvy sturdy nylon with detailing like enamel studs, the to-be-customized totes are destined to be fashionista must-haves, at a wallet-friendly price.

Four New York-based artists, Laurie Rosenwald, Michael Anderson, Josh Goldstein, and Charles Wilkin, were chosen in partnership with New York-based ad agency, Mother, to create original art pieces inspired by both New York City and the iconic Target Bullseye in one of the most trafficked public areas in the world.

Each piece captures the enthusiasm and vibrancy of New York and the Target brand. Rosenwald created two collages, one starring a cheery face and the other featuring pop typography including words like “SEE” and “NYC.” Anderson borrows from the bold lines and colors of street posters and depicts a red, white and round Statue of Liberty and Big Apple. Goldstein intersects images of New York City signs from bodegas and Coney Island to create a giant red Bullseye. Wilkin’s piece is a clever collage of classic New York imagery, including a yellow taxi and a subway stop.

Learn more about the billboard bags at [Target.com/billboardbag](http://Target.com/billboardbag).

### **About Target**

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,719 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 a week.

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