



Contact Information

Fejiro Odibo, Communications Director

Office: (416) 340-4636

Fax: (416) 340-0000

E-mail: Fejiro.odibo@targetmarketing.ca

Nov. 27, 2014 08:30 ET

TARGET CANADA Co.

Strengthening Ties: Our Canadian Guests Matter

Target Canada Co. (Target) is the Canadian subsidiary of the United States-based department Store chain Target Co. Target Co., a staple of the American shopping experience since 1962, bought out a lease agreement with the Zellers department store in 2011. The agreement secured up to 135 Target stores with an investment of 10 million and upwards made to each store. The 2011 opening was the first time in history that Target had opened its doors beyond the U.S. market.

Target caters to the value-oriented shopper who treasures both deals and a higher quality shopping experience; hence, Target Canada's mission is to present Canadian guests with a superior standard for department shopping while adhering to our mantra 'Expect more. Pay less.

Target has been criticized for not being able to match its U.S. prices, and that certain items sold at Target can be found at a cheaper price in other department stores. Target took these concerns on board and as a result, has the lowest price-point of all department stores in Canada. To maintain the confidence of our Canadian guests, Target will remain consistent in the presentation of our goods in American and Canadian stores. Target will ensure that the Canadian guest experience matches of their American counterparts. Target will continue to work diligently to secure exclusive seasonal deals for Canadians, ensuring that Canadian guests have

~More~

access to designer collaborations exclusive to Target. Target will work towards ensuring that overall prices are on par with American prices. Although Target has experienced some learning curves as a new company, we are committed to fulfilling every part of our mission.

Target Canada views itself as a leader in discounted prices among all department stores in Canada. Often there is a belief that with low prices come unspeakable injustices done to those who make them possible; Target Co. and Target Canada Co. has proven that this does not have to be the case. Target Canada continues to rank as one of the most ethically and socially responsible department stores. In 2012, the Ethicsphere institute listed Target as one of the world's most ethical companies for the 6th year in a row. Target Canada also ranks well in the Dow Jones sustainability index since 2012. We have a wonderful relationship with our manufacturers in India and ensure that all of our workers are treated and paid fairly.

Target Canada also works to serve Canadians who are in need. Over 300,000 Canadians are in need of food each year, many of which are children. Target Canada has recently collaborated with TOM's shoes to raise awareness of this issue and support food banks. Target Canada supports food banks Canada with its mission to supply Canadians in need with 7-10 days worth of food in order to relieve hunger in Canada. For the holiday season, Target and TOMS have formed a holiday collection featuring 50 pieces under 50 dollars. Purchasing items in the collection will facilitate the donation of more than 11 million meals, blankets and shoes for those in need.

“Giving back during the holiday season has really never been easier.”—**The Huffington Post**, *TOMS & Target Collaborating Just In Time for Holiday Shopping*

Care will be taken to ensure that our stocks will always be replenished, that our products are the highest quality and that guests will leave our store happier than they arrived. Target is committed to pleasing its guests by providing a clean, secure, aesthetically pleasing, and innovative environment where prompt and polite customer service are a necessity and not a luxury.

Student: Fejiro Odibo
Victor Hayes, CCM 701
Backgrounder, Target co.
November 27th 2014

