



ARTS & CULTURE

Target celebrates Hispanic Heritage Month with exclusive Latino-designed merchandise

Items available for a limited time online in Target Red Hot Shop

Minneapolis, MN--(HISPANIC PR WIRE)--September 18, 2007--As part of its annual celebration for Hispanic Heritage Month, Target is offering for a limited time a variety of unique Latino-designed merchandise online through its Red Hot Shop. The collection will be available from September 30 through October 6 on Target.com/redhotshop.

Taking inspiration from emerging trends, exotic locales and urban culture, the Red Hot Shop features a selection of new, hot items each week. The products vary every week but always include the very best of what's en vogue.

"At Target, we celebrate the cultures and traditions of our guests throughout the year with special programs, events and product assortments. This year, our Hispanic Heritage Month product collection pays tribute to the rich heritage and artistic and innovative contributions Hispanics bring to this country," said Greg Cunningham, group manager, multicultural marketing, Target.

The collection offers a variety of trendy items created by Latino designers including exclusive USA-Dos t-shirts by the creators of Mexico's popular NaCo brand and accessories from acclaimed Spanish fashion designer Agatha Ruiz de La Prada, among others.

"Creating a design print exclusive for retailers such as Target has been a vision for NaCo," says Edoardo Chavarin, Chief Creative Officer for NaCo. "Our brand offers t-shirts that have a unique and creative message that speaks directly to the Mexican community in a way that is humorous yet culturally relevant."

The merchandise will be available for one week only and includes the following products:

- USA-Dos t-shirts by the creators of Mexico's popular NaCo brand, \$9.99-\$11.99
- "Pio Pio Pio" infant onesie from Los Pollitos Dicen, \$24.00
- "Gordito" and "Gordita" bibs from Los Pollitos Dicen, \$9.99
- Striped watch and notebooks from Agatha Ruiz de la Prada, \$24.99
- "Day of the Dead" bracelet from Kathy and Patrick Murillo, \$29.99
- Religious Ribbon Necklace from Kathy and Patrick Murillo, \$19.99
- Nahuiollin handmade handbags, "Barcode" and "Tutti Frutti" designs, \$54.99 each

Target has also partnered with Scholastic and the National Hispanic Cultural Center to offer free downloadable educational resources and classroom activities online at <http://scholastic.com/dreamincolor/>.

About Target

Minneapolis-based Target serves guests at 1,537 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products,



in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

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