



Writer's Direct Dial
(612)696-6866

Government Affairs

Nathan K. Garvis

July 13, 2007

The Honorable Herb Kohl
Chairman
Special Committee on Aging
United States Senate
Washington, D.C. 20510-6400

Dear Senator Kohl:

On behalf of Target Corporation, thank you for your letter inquiring into Target's efforts to prepare our guests for the February 17, 2009 scheduled transition from analog to digital television (DTV). We intend to continue to partner with the Consumer Electronics Retailers Coalition (CERC) and participate in the DTV Transition Coalition in order to provide our guests with accurate and timely information to meet their transition needs.

Target operates 1,537 stores throughout the country so it is important that we have a solution in place to assist our guests with all aspects of the DTV transition. To date, Target has taken several steps to further educate our guests and team members about the DTV transition. Signage has been added in our stores and online to alert guest about the pending analog signal shut-off; this same terminology has been included in a new brochure. We are also exploring communications that utilize Channel Red in our stores, our internal Target Red Magazine for team members, and online for access to more information.

There are several potential challenges with regard to NTIA's CECB (Coupon Eligible Converter Box) proposal and our efforts will depend on the program ultimately developed by a vendor to be selected by NTIA in August. One concern is whether the CECB program will utilize technology that works with our existing Point of Sale system. Target intends to stay engaged in the development of the CECB program by providing feedback on the impact of this initiative to Target and our guests in order to pursue a feasible solution.

Thank you again for your involvement in preparing the public for the DTV transition.

Sincerely,

Nathan K. Garvis
Vice President
Government Affairs