

FOR IMMEDIATE RELEASE

Contact: Penny Hawk
Kids In Need Foundation
937-296-1230, ext. 303
pennyh@kidsinneed.net



Kids In Need Foundation Wins \$94,613 in the Target Bullseye Gives Campaign on Facebook®
More Than 9,000 People Voted for Kids In Need to Win Portion of \$3 Million Prize

Dayton, Ohio -- May 26, 2009 – The Kids In Need Foundation was awarded \$94,613 from Target as part of the company’s first-ever giving campaign on Facebook®, Bullseye Gives. From May 10 through May 25, Kids In Need Foundation’s fans on Facebook, constituents, donors, and supporters rallied together and voted for the organization to win 3.2 percent of a \$3 million charitable donation.

“We are very proud that the Kids In Need Foundation was included in the Target Bullseye Gives campaign,” said Dave Smith, executive director of the Foundation. “Target’s donation means we are able to provide school supplies to children who would otherwise do without. We thank all those who voted for us and appreciate the national exposure this has given us, which we are sure will lead to additional opportunities for Kids In Need.”

The Kids In Need Foundation is known for its low overhead – 98 percent of its revenue goes directly to programs – so a donation of nearly \$100,000 will make an impact on its services. With an emphasis in 2009 on building capacity and increasing the number of children served, Kids In Need will convert Target’s monetary award into product that will be distributed by the teacher free stores in the Foundation’s national network.

With 291,399 total votes tallied, Target will donate a portion of the \$3 million amount to each charity based on their percentage of votes, which includes:

- St. Jude Children’s Research Hospital – 77,427 votes (26.6%) = \$797,123
- American Red Cross – 77,118 votes (26.5%) = \$793,942
- The Salvation Army – 38,004 votes (13%) = \$391,258
- Operation Gratitude – 22,627 votes (7.8%) = \$232,948
- Breast Cancer Research Foundation – 19,264 votes (6.6%) = \$198,326
- Feeding America – 15,574 votes (5.3%) = \$160,336

- HandsOn Network/Points of Light Institute – 11,378 votes (4.0%) = \$120,845
- Parent Teacher Association – 10,904 votes (3.7%) = \$112,259
- National Park Foundation – 9553 votes (3.3%) = \$98,350
- Kids In Need Foundation – 9,190 votes (3.2%) = \$94,613

“We’re grateful to the online community for their passionate response to Bullseye Gives and their willingness to share personal stories about why these charities are important to them.

We’re excited that all ten amazing charities will receive a generous donation, as well as increased awareness through social networking platforms,” said Laysha Ward, president of community relations, Target. “The voices of the online community reinforce that giving to those who need it most is a nationwide priority. We encourage the more than 167,000 voters to continue their support of these organizations or other worthy causes.”

Throughout the two-week campaign, Bullseye Gives generated incredible participation and results, including:

- Over 291,000 total votes were tallied
- Target Facebook Page experienced a 3,000% surge in wall posts, with more than 3,000 personal stories shared throughout the campaign*
- More than 167,000 fans on Facebook voted for the charity of their choice
- Most votes occurred during 12-3pm PST
- Nearly 500 new fans joined Kids In Need on Facebook

About Kids In Need Foundation

The Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995. The Foundation’s mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000

teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator’s highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit www.kinf.org. Follow Kids In Need on Twitter, <http://twitter.com/kidsinneed>

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,699 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.

###

Facebook[®] is a registered trademark of Facebook Inc.

** As of May 22, 2009*