

Target Brings shopkick to Stores Nationwide

Mobile, location-based App rewards guests for visiting Target locations

MINNEAPOLIS (May 23, 2012) –Target (NYSE:TGT) is pleased to announce that it is now the largest retailer to offer its guests the shopkick app via their smart phones. Starting today, Target guests nationwide can earn points for shopping at Target that can be redeemed for a variety of rewards.

“We’ve learned from our guests that they appreciate being rewarded for doing what they already love to do -- shopping at Target,” says Bonnie Gross, Target vice president of marketing and guest engagement. “In our test launch, Target guests in seven cities had the opportunity to experience shopkick at Target and we received rave reviews. Now guests nationwide can start earning valuable points just by shopping our stores.”

Shopkick is free and available on iPhone and Android devices. When guests walk into their Target store, [shopkick rewards them with points known as “kicks.”](#) Then, as guests shop the store, they have the opportunity to scan products ranging from everyday items like food and cleaning supplies, to specialty products like electronics and toys, for additional kicks.

Kicks can be redeemed for Target gift cards, Facebook credits, dining gift certificates, iTunes downloads, donations to charities, and more. Guests can also receive special in-store deals including coupons and discounts.

"Target is among the most admired retailers in the world. We are honored that Target is expanding the shopkick program nationwide to create deeper connections with their guests," says Doug Galen, chief revenue officer of shopkick. "We believe that shopkick provides a strong complement to Target's existing loyalty programs and have heard loud and clear from our users that they love Target."

The shopkick app can be downloaded for the iPhone [here](#), and the Android [here](#).

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,764 stores across the United States and at Target.com. The company plans to open its first stores in Canada in 2013. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its income through community grants and programs; today, that giving equals more than \$3 million a week. For more information about Target’s commitment to corporate responsibility, visit Target.com/hereforgood.