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**52nd ANNUAL TARGET FIREWORKS TO DAZZLE AND AMAZE THOUSANDS ALONG THE
DETROIT INTERNATIONAL RIVERFRONT ON MONDAY, JUNE 21**

World-famous Zambelli Fireworks to bring new tricks and choreography to 2010 Target Fireworks

DETROIT (June 7, 2010) –The Parade Company and Target are excited to present the 52nd Annual Target Fireworks, one of the nation’s most spectacular fireworks displays, on Monday, June 21 at 10:06 p.m. along the Detroit International Riverfront in downtown Detroit. Hundreds of thousands of spectators are expected to attend.

“We are incredibly grateful to Target for making this free, world-class fireworks display and celebration possible once again for the city of Detroit as well as our neighbors in Windsor and visitors from all across the region,” said Tony Michaels, President & CEO, The Parade Company. “It takes dedicated corporate partners, like Target, to keep these beloved and vital traditions going year after year in our community.”

The show will feature more than 10,000 pyrotechnic effects choreographed by Zambelli Fireworks, also known as the “First Family of Fireworks”, and will be visible for miles along the Detroit International Riverfront. This year’s show will be choreographed by the world-renowned Patrick Brault, who has been competing at fireworks shows internationally since 1991 and won dozens of prizes in countries such as France, Monaco, Belgium, Canada, Germany, Chile and Spain. His most recent accomplishment was the design and implementation of the pyrotechnics at the 2010 Winter Olympics in Vancouver.

Zambelli and Brault plan to captivate the thousands of spectators with a variety of new techniques, including utilizing the high and low spaces on all three fireworks barges during the show. In addition, this year’s display will feature “helicopter” fireworks that will launch, stop mid-way and hover, and then continue higher up and explode. The choreographed music will celebrate the kick off of summer in the city.

“Target is committed to local communities and the Target Fireworks in Detroit is one of those unique and special events that bring the entire community together on an international scale,” said Paul Bernard, group director, stores, Target. “We are proud to celebrate this summertime tradition with the residents of Detroit.”

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The Target Fireworks can be viewed on WDIV-Local 4's live broadcast beginning at 9 p.m. and News/Talk 760 WJR will do a special radio simulcast throughout the event and provide up to the minute traffic and weather information throughout the day. For more information on The Parade Company events, visit www.theparade.org.

The Parade Company's Flip Floppin Summer VIP Rooftop Party, which offers the best seats in the city to view the fireworks, takes place on Monday, June 21 from 6 – 11 p.m. atop the Miller Parking Garage. Benefit tickets are \$175 and Children tickets (six and under) are \$75. Enjoy entertainment, food, games and activities for all ages.

The Flip Floppin Summer VIP Rooftop Party, presented by Charter One, is a major fundraiser for the Michigan Thanksgiving Parade Foundation, which governs The Parade Company, and helps make community events like the Target Fireworks and America's Thanksgiving Parade® possible. To purchase tickets, call The Parade Company at 313.923.7400 x244.

The Flip Floppin Summer VIP Rooftop Party is sponsored by Charter One Bank as well as Absopure, Blue Cross Blue Shield of Michigan, DTE Energy, Quicken Loans and Fathead. Official media partners include WDIV-TV, News/Talk 760 WJR, HOUR Detroit Magazine and CBS-FM Radio.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 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.

About The Parade Company

Founded in 1984, The Parade Company is a not-for-profit organization governed by the Michigan Thanksgiving Parade Foundation whose board of directors is comprised of key civic and corporate leaders in the greater Detroit region. The Parade Company is celebrating 84 years of Parade tradition in Detroit. The mission is to fund, create and execute the best family events in metro Detroit. The Parade Company staff, the board of directors and thousands of parade volunteers work year-round to bring a wide variety of magnificent events to the City of Detroit, each year, including the Target Fireworks, Fifth Third Turkey Trot and America's Thanksgiving Parade®.

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