



October 16, 2013

Jeremy Brett and Sarah Quigley
Chair and Vice-Chair, Issues & Advocacy Roundtable
Society of American Archivists
17 North State Street, Suite 1425
Chicago, IL 60602-4061

Dear Mr. Brett and Ms. Quigley,

Thank you for reaching out to Target to express your concerns for the archive work at Target and for the team. The preservation of Target's brand history and assets remains vitally important to Target and we are committed to maintaining and growing our corporate archives. Documenting, protecting and managing our history is as important to Target now as it was when the Dayton's began this journey.

As we work to transform our business to meet the growing demands of our digitally savvy guests, we have examined areas across the business to make sure we are prioritizing our work toward that goal. In some cases we identified areas of the business where we could operate more cost-effectively. Decisions that have such a profound effect on our team are never easy and are not made lightly.

We appreciate the leadership, partnership and sharing of best practices that the Society of American Archivists has had with Target over the years and hope that we can maintain a dialogue around the preservation of the Target brand.

Sincerely,

A handwritten signature in black ink that reads "Susan Kahn".

Susan Kahn
Senior Vice President,
Communications and Reputation Management

