

June 6, 2014
300 South Cassingham Road
Bexley, Ohio 43209

Laysha Ward
Executive Vice President and Chief Corporate Social Responsibility Officer
Target
7004 Target Pkwy
Brooklyn Park, MN

Dear Ms. Ward:

My family can frequently be found at either of two Target stores in Columbus, Ohio (the Easton store or the Whitehall store); however, we will not be shopping at any Target until you prohibit firearms from your stores.

This seems like an obvious safety concern, especially considering the loaded gun left in your Myrtle Beach, South Carolina store. Considering the data breach and your problematic Canadian expansion, both of which have driven your stock price down, this seems like a good time to start making better business decisions.

My wife has a Target card (luckily our personal information was not compromised), and we shop at Target once or twice weekly. However, we have both decided to shop at other stores or online instead of shopping at Target or Target.com. I hope you change your policy and ban firearms from being carried in your stores. If your policy changes, we will happily shop at Target again.

Sincerely,

Chevy Sidel