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Isabelle de Borchgrave and Target Debut Exquisite Entertaining Collection
Renowned Belgian artist introduces Isabelle Party, coming to Target this March

MINNEAPOLIS (March 2007) — Isabelle de Borchgrave, renowned Belgian artist, and Target® unveil *Isabelle Party*, a vibrant collection of hand-painted, paper party décor. Available exclusively at Target in March 2007, the collection features brightly patterned paper tabletop and stationery items that can turn any occasion into an instant celebration.

De Borchgrave creates elegant and brilliant designs on paper party goods for creative, easy entertaining. Her collection includes every element needed to set an exquisite table from centerpieces, tablecloths, runners, placemats and serving bowls, to place cards, plates, napkins, napkin rings, candles and chair covers. Guests are encouraged to customize their fêtes through the wide range of sizes, patterns and items offered in the collection.

“I see every occasion as a blank canvas to which you should bring a lively palate of colors and patterns to truly engage and delight your guests,” says De Borchgrave. “Through my designs at Target, I am able to offer complete entertaining collections to guests.”

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Isabelle Party is available in a mix of distinct, but complementary patterns—the collections include *Capucine*, *Rose Petal*, *Watercolor Floral* and *Majolica*.

- *Capucine* highlights vibrant orange and red nasturtium flowers
- *Rose Petal* depicts floral rose designs with gold accents
- *Watercolor Floral* features exquisite brushstroke floral patterns
- *Majolica* is inspired by Mediterranean hand-painted ceramics

The *Isabelle Party* patterned collections will be available at separate times throughout the year. *Capucine*, *Rose Petal* and *Watercolor Floral* will launch *Isabelle Party* this March while *Majolica* will be available in June. The 52-piece collection ranges in price from \$2.99 for paper plates and napkins to \$5.99 for centerpieces.

“The *Isabelle Party* collection provides our guests with beautifully crafted, yet versatile tabletop décor, lending new meaning to the concept of easy entertaining,” said Gina Sprenger, senior vice president, merchandising, Target. “We are so pleased to offer this collection at a great value to our guests.”

About Target Stores

Minneapolis-based Target serves guests at 1,487 stores in 47 states nationwide by delivering today’s best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives back more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

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