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Via Certified U.S. Mail and electronic mail

May 20, 2011

Target Corporation
c/o Jeffrey Margulies
Fulbright & Jaworski LLP
555 South Flower Street, 41st Floor
Los Angeles, California 90071

Tim Baer
General Counsel
Target Corporation
1000 Nicollet Mall
TPS-3255
Minneapolis, Minnesota 55403

RE: NOTICE OF VIOLATION to Target Corporation (JCT # 4093)
People v. Burlington Coat Factory Warehouse Corp. et al.
Superior Court of California, County of Alameda, Case No. RG 04-162075

Dear Mr. Margulies and Mr. Baer:

I am writing to you about an accessory purchased at Target in Albany, California that violates the lead standards established in a consent judgment to which your company is a party, and that violates California Health and Safety Code section 25214.2(b)(3). This letter constitutes a Notice of Violation pursuant to Section 4.2 of the consent judgment. A copy of the consent judgment is available on our web site, at <http://ag.ca.gov/prop65/pdfs/-amendedConsent.pdf>.

The violation was observed in a thin brown leather bracelet. The SKU is 492150004104. Our internal reference number is JCT 4093. (Please use the internal reference numbers in correspondence about this notice.)

Samples of this accessory were purchased in Albany on April 6, 2011. Test results indicate 3030 ppm lead in the leather of JCT 4093. Photos of the piece, along with the test report and supporting documentation, are enclosed with this notice.

Notice of Violation to Target Corporation
May 20, 2011
Page 2

Lead is a toxic metal that damages the nervous system and other organs. As part of your response to this notice under section 4.2.3 of the consent judgment, we request that you provide data about the amount of the different jewelry items offered for sale, sold, and removed from shelves in your stores in California. We also would like to know what Target Corporation will do with the jewelry that it will not sell in California, and what measures your company will take to prevent other jewelry with lead from being sold in the future.

Please do not hesitate to call if you have any questions.

Sincerely,

JAMIE JEFFERSON
Deputy Attorney General

For KAMALA HARRIS
Attorney General

Enclosures

cc: Caroline Cox, Center for Environmental Health
Eric Somers, Lexington Law Group
Katherine Moore, Senator Pavley's Office

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