

## MINNESOTA TWINS AND TARGET CORPORATION STRIKE NAMING RIGHTS DEAL



Target Plaza will serve as the main entrance to Target Field and connect the new ballpark to downtown Minneapolis. The Minnesota Twins and Target Corporation have agreed on an exclusive partnership that includes the naming rights for Target Field and Target Plaza, a public gathering space and pedestrian bridge that will serve as the main entrance to Target Field and connect the new ballpark to downtown Minneapolis.

Minnesota Ballpark Authority (MBA) Chair Steve Cramer said he's excited about working with the ballpark project's newest partner.

"Our objective from the start of this project has been to create a world-class venue, and adding Target Corporation to the team will help us get there," Cramer said. "The Twins, Target Corporation and the Minnesota Ballpark Authority share the common goal of creating a dynamic and welcoming civic gathering space at the front door of the new ballpark. This is a very exciting development."

Minnesota Twins President Dave St. Peter said the organization had discussions with several local and national



The Twins & Target Corporation struck a ballpark naming rights deal on September 15, 2008. companies that expressed interest in a naming rights relationship. As those discussions evolved, St. Peter said it became clear the Twins wanted a local, Minnesota-based partner that possessed family focused values, a commitment to civic stewardship and a history of giving back to the community.

St. Peter said the Pohlad family and the organization have found the "perfect naming rights partner" in Target Corporation.

"It's clear that the partnership is about more than naming rights to Target Field," St. Peter said. "It's about creating the ultimate fan experience; it's about philanthropy; it's about creating public gathering space (i.e. Target Plaza); it's about building something iconic for downtown Minneapolis and the region."

The MBA will oversee the design, construction and operation of Target Field and Target Plaza. Target Plaza is being built over I-394 on the west side of Target Center.