



FOR IMMEDIATE RELEASE

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***Hudson Cradle Inc Partners with Target for Sponsorship of
Baby Book Club and Reading Project***

[Jersey CITY, NJ] (October 4, 2006) – Hudson Cradle, Inc. today announced a partnership with Target for sponsorship of its Baby Book Club and Reading Project. The Baby Book Club and Reading Project provides Hudson Cradle Infant Home residents with their own personal books, instills in babies the reading ‘habit,’ publicizes the importance of reading to babies, and helps ease the transition of moving to a new home by providing the babies with familiar books to take with them when they are discharged. October’s featured book is *Richard Scarry’s Cars and Trucks From A to Z*.

“So much in life depends on reading and Hudson Cradle is extremely grateful to Target for partnering with us once again on the Baby Book Club and Reading Project. Starting babies off early on the reading habit can only be beneficial to their future success,” says Hudson Cradle, Inc. President Sallie Porter.

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This sponsorship is part of the ongoing support Target provides to local communities throughout the country. Every week Target gives more than \$2 million to strengthen families and communities across the nation, with a focus on education, the arts, social services and other vital community partnerships.

At Target, “we are making a real difference every day through our sponsorship program,” said Laysha Ward, Vice President, Community Relations, Target.

“We’re proud to partner with Hudson Cradle, Inc. as part of our ongoing commitment to give back to the communities where our guests and team members live and work.”

Additionally, Target also gives back through signature programs that are designed to inspire learning in children and families. Programs include:

- Take Charge of Education®, a school fundraising program;
- Ready. Sit. Read!, a program dedicated to fostering a life-long love of reading in children;
- Start Something®, a partnership between Target and the Tiger Woods Foundation, which helps kids build core values;
- Target House, which serves as a home-away-from-home for families of children receiving life-saving treatment at St. Jude Children’s Research Hospital in Memphis; and
- Target Volunteers, team members and retirees who annually donate more than 315,000 hours of time to more than 7,000 community-based projects.

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About Hudson Cradle, Inc.

Hudson Cradle, Inc. is an infant group home in Jersey City that provides full nurturing care to homeless babies with special health and developmental needs.

Most of the babies are prenatally drug exposed. Since 1992, over 525 babies have been cared for by Hudson Cradle

About Target

Target gives back more than \$2 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. Additionally, Target team members and retirees donate more than 315,000 hours to more than 7,000 projects each year.

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