



## TARGET TO OPEN FIRST CAPE COD STORE IN HYANNIS IN 2019

July 10, 2018 - Target is announcing plans to open a new store at Cape Cod Mall in 2019 – the retailer’s first store in the Cape Cod area and 47<sup>th</sup> store in Massachusetts, joining the Medford, Burlington, and Cambridge Porter Square locations opening later this year.

Target signed a lease with Simon Property Group for the approximately 80,000-square-foot store. Nationwide, Target is increasingly opening stores with flexible footprints to serve guests in new areas. The Cape Cod Mall store will be the eighth of these formats in the state, offering many of the same categories guests expect in a full-size store, with a curated assortment of products to match the needs and preferences of the community.

“Target continues to receive a warm reception from our guests throughout Massachusetts, and we look forward to providing a one-of-a-kind shopping experience on the Cape,” said Mark Schindele, senior vice president, Properties, Target. “With a range of products across kids, home, beach and seasonal items, and everyday essentials, this store’s assortment and overall experience are designed especially for Cape Cod residents and seasonal visitors.”

The store’s quick-trip shopping experience will feature:

- An assortment of kids products, including basics, apparel and toys
- A curated selection of home décor with a variety of seasonal items
- Beach and vacation essentials
- Services such as a Starbucks and an Order Pickup counter – giving guests the added security of buying online and picking up in a store, where 95 percent of orders are ready in less than an hour.

This store will hire up to 100 team members to help deliver a great shopping experience. Target values the individuals who come together as a team to serve guests in the community, and provides team members with opportunities to build and develop skills for their careers. Target made an investment in its team by [raising the minimum hourly wage to \\$12 for all team members](#) across the country, and has committed to increasing the hourly wage to \$15 by the end of 2020. This investment allows Target to continue recruiting and retaining strong team members and to provide an elevated experience for its guests and communities.

“The Town of Barnstable is excited to welcome Target to the Cape Cod Mall. This decision underscores the strong market demand and potential for retail development in the Hyannis area,” said Mark Ells, Barnstable’s Town Manager.

“We are excited about this new anchor tenant of the Cape Cod Mall, and look forward to teaming up with Target to bring an exceptional retail experience to the Cape,” said Jason Huer, mall manager at Simon’s Cape Cod Mall. “This Target will bring goods and services that are tailored to the community, and will be a popular destination for neighborhood residents and visitors alike.”

### About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,829 stores and at Target.com. Since 1946, Target has given 5 percent of its profit to communities, which today equals millions of dollars a week. For more information, visit Target.com/Pressroom. For a behind-the-scenes look at Target, visit Target.com/abullseyeview or follow @TargetNews on Twitter.

### About Cape Cod Mall

Cape Cod Mall is anchored by Macy's Apparel, and Macy's Men/Home, along with major retailers Best Buy, Marshalls and Barnes & Noble. Other retailers at the mall include Banana Republic, LOFT, Talbot's and Talbot's Petites, Francesca's

Collection, Hollister, Pandora, The Children's Place, Gap, American Eagle Outfitters, J. Crew, Abercrombie & Fitch and Victoria's Secret. The mall offers a 400-seat international Food Court, Chick-fil-A, Chipotle, Five Guys and is also home to Not Your Average Joe's, a full-service restaurant, Ten Pin Eatery, a family entertainment and dining concept complete with bowling, laser tag, arcade games and also includes a popular Cape Cod favorite, Chapin's Restaurant and Regal Cinemas 12 theater megaplex. For more information about Cape Cod Mall visit <http://www.simon.com/mall/cape-cod-mall> for the latest events and retailer updates. Visit the mall on Facebook: [www.facebook.com/CapeCodMall](http://www.facebook.com/CapeCodMall), and follow on Instagram @capecodmall, and on Twitter @CapeCodMall.

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