



Dayton Hudson September Sales Up 10.8 Percent

October 8, 1998

MINNEAPOLIS, Oct. 8 /PRNewswire/ -- Dayton Hudson Corporation (NYSE: DH) today reported that its net retail sales for the five weeks ended Oct. 3, 1998 increased 10.8 percent to \$2.511 billion from \$2.267 billion a year ago. Comparable-store sales increased 5.3 percent from the same period a year ago. Total company sales were \$17.898 billion year to date.

"Sales in September were essentially on plan at each of our divisions," said Bob Ulrich, chairman and chief executive officer of Dayton Hudson Corporation.

Percentage Change in Sales

	September	Year-to-date
Comparable Stores		
Target	6.1	5.9
Mervyn's	2.9	(0.2)
Department Stores	2.8	5.8
Dayton Hudson	5.3	5.0
Total		
Target	13.8	13.3
Mervyn's	2.0	(2.4)
Department Stores	2.2	5.9
Dayton Hudson	10.8	10.1

Dayton Hudson Corporation operates large-store general merchandise formats, including discount stores, moderate-priced promotional and traditional department stores. The company operates 1,160 stores in 40 states. This includes 828 Target stores, 268 Mervyn's stores and 64 Department Stores.

Dayton Hudson news releases are available through Company News on Call by fax at 800-758-5804 extension 342677 (DHC Corp) or at <http://www.prnewswire.com>.