



Media Contacts

Carolyn Aberman, Best Buy
612-291-2786
Carolyn.Aberman@bestbuy.com

Lucy McDonald, MS&L for Best Buy
(404) 870-6953
Lucy.McDonald@msslworldwide.com

Best Buy Announces @15 Gifts, Holiday Giving Program Benefiting Teen Nonprofits

Hot Holiday Gifts Benefit Teen Focused Non-profit Organizations

MINNEAPOLIS, November 12, 2009 – Today Best Buy Co, Inc., the nation's leading consumer electronics retailer, announced @15 Gifts, a new national philanthropic initiative designed to raise \$1 million for programs that empower teens. The new initiative provides consumers with the opportunity to give some of the hottest tech gifts and gadgets to their loved ones, while at the same time raising funds that will positively impact the lives of teens nationwide. With each purchase of a designated @15 Gift, a portion of the proceeds will benefit the @15 Fund.

From popular film DVDs and digital camcorder to the latest eReader, the @15 Gifts program provides gift solutions for every member of the family as well as friends. Funds raised from this new initiative will support the @15 Fund, the Best Buy teen-led social change platform that gives teens a voice in directing Best Buy philanthropic giving. Powered by more than 35,000 teen members and counting, the @15 Fund provides financial support to non-profit partners that address the issues mattering most to teens. To date, teens have directed over \$750,000 of Best Buy giving dollars to organizations including Genesys Works, Youth Venture and Teens Against Bullying.

“Our goal for @15 is to give teens a platform to be heard and empower them to make a positive impact on issues that matter to them most,” said Jeff Peterson, director of Best Buy community relations. “We know this generation is one of the most socially conscious and in the true spirit of the holiday season our @15 Gift program provides a vehicle for gift giving that has greater meaning.”

The @15 Gifts are available in-store and online at www.BestBuy.com/at15gifts. When one of these gifts is purchased between now and January 15, 2010 a portion of the proceeds benefits the @15

Fund. Look for the @15 Gifts icon in-store on product packaging and displays. Gifts range from audio accessories and digital picture frames to popular games, printers, phones and more.

@15 Gifts

- KOSS Portapro Stereo Headphones
- Monster – Beats by Dr. Dre Tour High Resolution In-Ear Headphones
- Toshiba Mini Netbook NB205-N325
- FUJIFILM Z37 FinePix 10.0-Megapixel Digital Camera
- Insignia 9” Widescreen Digital Photo Frame
- JVC Piccio 8.0MP High Definition Digital Camcorder, in blue, black or purple
- Sony Reader Pocket Edition Digital Book, in dark blue, pink or silver
- Activision - Band Hero Super Bundle, (Xbox 360, PlayStation 3 or Nintendo Wii)
- Razer Lachesis Laser Gaming Mouse – RZ0017100
- Insignia 22” Class 720p / LCD HDTV
- Logitech Harmony 700 Universal Remote
- AT&T GoPhone LG GT365 Mobile Phone
- 20th Century Fox Movie DVDs
 - *I Love You, Beth Cooper*
 - *X-Men Origins: Wolverine*
- Universal Studios Movie DVDs
 - *Fast & Furious*
 - *Bring it On: Fight to the Finish*
- Sony Records – Jordyn Shellhart CD – “In a Room,”
- VTech DS6321-3 DECT 6.0 Expandable Cordless Phone System
- HP Photosmart A646 Compact Photo Printer
- Toshiba NB205-N325BL Netbook

For more information about Best Buy's holiday initiatives, please visit

www.bestbuyholidaynewsroom.com.

About @15

Best Buy believes in the power of teens, and @15 is a new platform to connect with them, give voice to their perspectives, and invest our resources—including the energy and talents of our employees—to turn their ideas into action and support their efforts to lead social change. Teens bring passion and enthusiasm to tackling tough issues. They are also important to our business—they shop in our stores, and they're our future employees. There's a real opportunity to listen to and learn from what teens have to say. And through the @15 Fund, we'll put the philanthropic power of @15 directly into their hands. To learn more, visit www.at15.com.

About Best Buy Co., Inc.

With operations in the United States, Canada, China, Europe and Mexico, Best Buy is a multinational retailer of technology and entertainment products and services with a commitment to growth and innovation. The Best Buy family of brands and partnerships collectively generates more than \$45 billion annual revenue and includes brands such as Best Buy, Audiovisions, The Carphone Warehouse, Future Shop, Geek Squad, Jiangsu Five Star, Magnolia Audio Video, Napster, Pacific Sales Kitchen, Bath and Electronic Centers, The Phone House and Speakeasy. Approximately 155,000 employees apply their talents to help bring the benefits of these brands to life for customers

through retail locations, multiple call centers and Web sites, in-home solutions, product delivery and activities in our communities. Community partnership is central to the way we do business at Best Buy. In fiscal 2009, we donated a combined \$33.4 million to improve the vitality of the communities where our employees and customers live and work. For more information about Best Buy, visit www.bestbuy.com.

###