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Best Buy Mobile Delivers Special Offers for the Holidays on New Sprint Android Smartphones *HTC Hero and Samsung Moment each reduced to \$99, including instant rebates, with new two-year activation*

MINNEAPOLIS, November 16, 2009 – Best Buy Mobile, the mobile specialty retail unit of Best Buy (NYSE:BBY), is making mobility more affordable for customers this holiday season with special offers on two Sprint smartphones, the HTC Hero and Samsung Moment. Both devices run on Google's Android operating platform and retail for \$99.99, including instant rebates, with new two-year activation. Both phones were \$179. The special offers, which run through December, help Best Buy Mobile deliver the advantages of the popular Android operating platform to more customers.

This holiday, Best Buy Mobile will serve as a one-stop-shop for consumers with smartphones and accessories on their holiday shopping list. Their vast assortment of smartphones, accompanied by advice and guidance from highly-trained Best Buy Mobile associates, will ensure holiday shoppers have all the information they need as they shop for themselves or for gifts loved ones.

"Best Buy Mobile is committed to offering a great shopping experience and helping holiday consumers get the most out of mobile technology, whether it's for them or as a gift," said Shawn Score, president of Best Buy Mobile. "This fall has brought an unprecedented amount of highly-anticipated mobile devices to the market. We are excited to offer customers great selection, value and support to help them make sense of it all."

Best Buy Mobile was founded on four customer promises that serve to improve the shopping experience for customers every day of the year:

- **A better choice of mobile devices and networks**

Best Buy Mobile offers an unmatched assortment of phones, networks and all of the supporting products and services necessary for customers to truly enhance their mobile lives. DROID, iPhone 3GS, HTC Hero, Blackberry, Samsung Moment, Android, Nokia Booklet 3G, Power Mat, Virgin Pre-Paid Mobile Broadband Card, and more.

- **Impartial, informed advice**

Buoyed by a highly-trained, non-commissioned staff and recently launched Web site (www.BestBuyMobile.com), Best Buy Mobile is committed to helping customers research and purchase the right mobile technology for their needs (or wish list).

Best Buy Mobile also offers Upgrade Checker, a quick and easy service, in-store and online, that gives customers the ability to see when they are eligible for their next phone upgrade and register for a complimentary reminder call or email.

- **Straightforward pricing**

No one likes the hassle of mail-in rebates, which is why Best Buy Mobile offers only instant rebates on all products. Customers pay what they see on the tag.

- **Someone to be there for the life of your phone**

Best Buy Mobile offers Walk Out Working, which is a free in-store smartphone setup by a Best Buy Mobile specialist who will sync personal email accounts, set up Bluetooth® headsets, transfer contacts and activate other services to allow the customer to leave the store with a fully functional new smartphone. And with Geek Squad Black Tie Protection, customers have a safety net should anything happen to their device.

To learn more about Best Buy Mobile or read the most up-to-date news, trends and information on mobile products, visit www.BestBuyMobile.com.

About Best Buy Mobile

Best Buy Mobile features one of the largest selections of carriers, handsets and accessories available anywhere, as well as a highly-trained staff to help customers make the most of their mobile phones. Best Buy Mobile locations feature more than 90 different handsets from nine carriers, and over 130 accessories. Employees undergo at least 80 hours of intensive training, as well as continuing education on mobile phone technology and trends. Look for your mobile phone solution at Best Buy Mobile locations in every Best Buy store as well as in standalone stores nationwide.

About Best Buy Co., Inc.

With operations in the United States, Canada, Europe, China 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 in 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, 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 its communities. Community partnership is central to the way business is done at Best Buy. In fiscal 2009, Best Buy donated a combined \$33.4 million to improve the vitality of the communities where its employees and customers live and work. For more information about Best Buy, visit www.bestbuy.com.

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