



**BEST BUY™**

**Contact:**  
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# MEDIA ADVISORY

## ***Best Buy Wants Black Friday Shoppers to Be Happy This Year Standard Operating Procedures for the Busiest Shopping Day of the Season***

**DATE:** November 12, 2009

**WHAT:** Media Interview and Photo Opportunity -- Safety and Black Friday

The safety of our customers and employees is our biggest priority on Black Friday. That focus has helped Best Buy execute safe and successful Black Friday shopping events for the last 40 years.

We have a best-in-class standard operating procedure that includes the following:

- A ticketing process for door-busters on Black Friday morning. Tickets are distributed between 2am - 4am on Black Friday morning, guaranteeing customers who arrive early will receive the door-buster promotion.
- Dress rehearsals and preparation meetings for all Best Buy employees to get ready for the Black Friday shopping spirit. Employees are trained on the latest technology and entertainment services to help customers make smart purchases.
- Distributing maps in line to ensure customers are familiar with the layout of the store. Popular items are also marked by colored balloons that are easily recognizable throughout the store.
- Staffing the store with extra Blue Shirt employees.

We are happy to make our store employees available to members of the media to talk about our plans for Black Friday 2009 or to participate in the dress rehearsals.

**WHERE:** Your local Best Buy Store,  
<http://www.bestbuy.com/site/olspace.jsp?id=cat12090&type=page>

*Please note that Best Buy has an “open-door” media policy effective Nov 2, 2009 until January 2, 2010. This means that members of the media can visit their local Best Buy store and conduct holiday-related interviews with only manager level approval.*

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**About Best Buy**

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 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](http://www.bestbuy.com).