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Best Buy Introduces Gadgets & eReaders Collection

*Latest and Greatest Products to Entertain the Mind
Debut Nationwide Starting This Weekend*

MINNEAPOLIS, October 8, 2009 – Whether it's the latest eReader, the world's smartest pen or the next generation of brain games, "must have" tech gadgets are at the top of everyone's holiday entertainment wish list. That's why Best Buy Co. Inc. (NYSE: BBY), the nation's largest consumer electronics retailer, has launched a Gadgets and eReaders collection spanning a wide array of products for customers to entertain their minds. Beginning Sunday, Oct. 11, customers can see, play and interact with these devices in a new shopping space launching at Best Buy stores nationwide.

The new Gadgets and eReaders collection introduces compelling technologies that deliver fun and mental engagement, while also appealing to every appetite and budget. Located near music and movies, the space offers an easy, intuitive shopping experience and features educational signage to answer questions about the technology. Interactive displays encourage customers to stop and play.

"We've broadened our entertainment offering to address the reality that today people are looking to technology to help them entertain their minds in lots of different ways," said Chris Homeister, senior vice president of Entertainment at Best Buy. "We know they come to Best Buy expecting to see and experience the latest and greatest in entertainment and technology, and these products are presented in a way that enables them to do just that."

Continuing its commitment to service and support, Best Buy BlueShirts are available to help consumers find unique and exciting technology products this holiday season. BlueShirts can share

their expertise and personally recommend their favorite gadgets, and highlight how these new products add fun and stimulation to life.

A Brain-Engaging & Entertaining Collection for All Ages & Appetites

With brands ranging from Sony to Sharper Image, and Leapfrog to Rubik's Cube, the new Gadgets and eReaders collection at Best Buy improves the quality of everyday entertainment with modern touches and tech-enabled functionality. The collection spans more than 120 different products across multiple categories at prices ranging as low as \$5, with about half priced between \$25 and \$75.

eReaders

For years, people have relied on books as a treasured form of entertainment and escape. Now eReaders enable customers to read on-the-go, and are predicted to be one of the hottest gift categories this holiday season. Forrester Research forecasts that customers will purchase three million eReaders by the end of this year, and another six million by the close of 2010. To capture this interest at holiday, Best Buy offers:

- *Sony Reader Touch & Pocket Edition:* These portable devices enable consumers to read electronic books on-the-go with one small portable device. Sony Reader accessories such as chargers, covers and cases are also available
- *Irex:* Later this month, select Best Buy stores will also offer the IREX DR800SG eReader with multi-mode 3G wireless capabilities and content from sources such as the Barnes & Noble online bookstore, various magazine publishers and newspapers.

Gadgets

People expect the latest and greatest technology from Best Buy, and this novel group of gadgets delivers. Leading manufacturers of entertainment products have been brought together in an assortment which appeals to the many different ways people seek fun and mental stimulation.

Included in this selection are:

- *Personal & Home Gadgets:* Sharper Image comes to Best Buy with a carefully chosen group of a dozen products such as a folding travel speaker dock and rotating speaker dock for iPod/iPhone; portable media/entertainment projector; wireless shower mirror; portable charging valet; and time and weather butler. The Livescribe Pulse™ smartpen computer with a pen captures handwriting and simultaneously records audio, and Ambient Flurry alarm clock and Cirrus 7-Day Weather Forecaster display weather forecasts wirelessly. Axion's portable widescreen TV enables portable TV viewing, and the miBook's digital AV players deliver instructional cooking and home repair videos.
- *Brain Games:* Best Buy is the exclusive brick-and-mortar retailer of the Rubik's TouchCube, which combines the classic game with touch sensor and motion technologies. This assortment also includes popular Mattel games such as Mindflex, which uses mental concentration to manipulate a floating ball, and other stimulating games from Techno Source and Publications International.
- *Kids Developmental:* The Gadgets & eReaders collection delivers on its appeal to kids with some of the most engaging development tools available today. Leapfrog's Tag™ Junior book

pal encourages children how to read early and the Tag Reading system is the top-selling touch reading system bringing stories to life for children. Leapster 2 is the only preschool learning game system offering personalized insights into what a child is actually learning. Didj™ is the first hand-held game customized for both gaming and learning.

- *Virtual Worlds*: Today, the technology exists to unite the real and virtual worlds in stimulating interactive experiences. Virtual world entertainment products link physical toys to an unlimited virtual space via USB and the computer, and include Tracksters online racing, Kiz Toys action figures with characters from KizPlanet. Mattel XTRACTAURS™ Basic Figures and Warner Freaky Creatures.

To learn more about the new Best Buy Gadgets and eReaders collection, visit a Best Buy store near you, or go online beginning Oct. 11 to www.bestbuy.com/gadgets.

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 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.