



**Media Contacts:**

Scott Morris, Best Buy Public Relations  
(612) 291-3586 or [scott.morris@bestbuy.com](mailto:scott.morris@bestbuy.com)

## **Why Wait in Line? -- Black Friday Deals Come Early to Best Buy This Year**

*\$299.99 32-inch Dynex and \$499.99 40-inch Dynex 1080p flat  
panel TV's lead offerings for value-conscious consumers*

**MINNEAPOLIS, November 19, 2009** – Best Buy (NYSE:BBY), is bringing the excitement of Black Friday a week early this holiday season. Starting today, Best Buy will offer Black Friday pricing on certain models of flat panel televisions as well as other top brand home theater products.

With the most robust and largest selection of televisions of any retailer in the country, Best Buy is the destination for home theater needs this holiday season whether customers are getting a gift for a loved one or making a purchase for the whole family to enjoy.

“Best Buy is committed to continuing to offer a superior shopping experience this holiday season,” says Josh Will, vice president of Home Theater, Best Buy. “Customers can be confident that they are getting some of the best prices in the industry, as well as the convenience of being able to shop when and where they want either in store or online.”

Effective November 19, 2009, Best Buy will move the everyday low price on all entry level 32-inch Dynex LCD HDTV's to \$299.99 and 40-inch Dynex 1080p to \$499.99. Best Buy will be offering Black Friday pricing on a variety of popular Samsung models, including a 32-inch 720p LCD HDTV for \$397.99 , as well as a 50-inch plasma 720p HDTV for \$697.99 starting Sunday, November 22, 2009.

To learn more about more special offers, visit a Best Buy near you or visit [www.bestbuy.com](http://www.bestbuy.com)

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