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Best Buy® Offers Advice and Options to Last-Minute Shoppers

Consumer Electronics Retailer Provides Helpful Tips as Survey Shows Many Shoppers Still Not Finished

MINNEAPOLIS, December 18, 2009 – According to a recent Best Buy (NYSE:BBY) nationwide survey¹, 73 percent of consumers haven't completed their holiday shopping. With just over one week left in the holiday shopping season, the countdown is on, and consumers are hitting both the stores and the Web on frantic missions to find the perfect holiday gifts. To help ease the pressure, the nation's leading consumer electronics retailer is offering last-minute gift ideas, expert in-store advice, and a variety of time-saving options. In the spirit of festive fun, Best Buy has also launched a new website at www.IHaventStartedShoppingYet.com in the hope of motivating people to get their shopping done.

"Consumers have a lot on their minds this time of year, but shopping doesn't have to add to their stress," says Barry Judge, Chief Marketing Officer at Best Buy. "Our knowledgeable Blue Shirts are here to help shoppers make great gift selections in minutes so that they can get back to what's most important during the holidays – their families. For those who prefer shopping from home, our Web site has never been easier to use."

Gifts for Everyone

According to the Consumer Electronic Association (CEA)², 80 percent of consumers plan to buy consumer electronic this holiday season. Best Buy's enhanced online holiday gift center (www.bestbuy.com/giftcenter) can help and offers ideas organized by a range of prices, ages and styles. Following are some suggestions:

Fashionista: The hottest cameras, phones, gadgets and accessories in popular colors like purple, pink and green will be sure to connect the Fashionista to her world in style. The Apple Ipod Nano has a larger display, video camera and a pedometer for keeping track of those music-motivated work outs. A Sony eReader in metallic pink will help to get her reading in on the long commute, and a brushed chrome Crosley Corded Wall Phone with faux-rotary will outfit her home in functional, modern-yet-retro style.

Movie and TV Fanatic: The latest home theater options will give the men in your life a larger-than-life spectator experience. Go all-out with the new, ultra-thin Samsung 46" LED-LCD HDTV and all-in-one Rocketfish™ with Rocketboost™ Expandable Wireless Audio package. Or, for the guy on-the-go, the Dynex® Widescreen Portable DVD player is a great gift along with stocking-stuffer selections of Blu-ray discs with widescreen.

Young Gamer: You'll be sure to score big points with the kids by gifting the latest gaming systems and accessories. The younger generation will flip for the next-generation Nintendo Wii gaming system with a motion-sensitive controller or Microsoft - Xbox 360 Elite Holiday Bundle. Popular family-friendly games like Beatles Rock Band, DJ Hero and Wii Sport will keep the gang entertained way beyond the holiday season.

High Tech Student: Support your student's quest for higher learning with the hottest high-tech tools and gadgets. The HP - Special Edition Mini Netbook with Intel® Atom™ Processor or the innovative 4GB Pulse Smartpen that records audio while you write, will ensure they never miss another word in any lecture or meeting. Mobile devices like phone car-mounts keep the student focused on the road but tapped in to their study buddy. Best Buy's new gadgets and eReader collections also deliver fun and mental engagement for all ages.

Cards – The Ultimate Last Second Solution

According to the National Retail Federation³, approximately 55 percent of adults would like to receive a gift card this year making it one of the most requested gifts this season. With no expiration dates or maintenance fees, Best Buy gift cards are easy to give, use and manage. A variety of festive holiday designs can be purchased and redeemed in stores and online at www.bestbuy.com where free shipping exists for all gift card orders. If tech support is what you're looking for, Geek Squad-branded gift cards are available in increments starting at \$50.

ne Service that Would Make Santa Proud

the truly time-starved, BestBuy.com once again leads the pack for standard shipping cut off and guaranteed delivery before Christmas Day. Shoppers who place their orders before 11:00 a.m. on December 21, 2009 will be guaranteed Christmas delivery for standard shipping on all in-stock items. For those shoppers who don't want to wait for their purchases, BestBuy.com offers in-home pickup allowing customers to skip the shipping charge and pick up their purchases in as little as 15 minutes after the order is placed. Additionally, for the truly 11th hour shopper, in-store pickup is available up until 3:00 p.m. local time December 24, 2009.

ut Best Buy Co., Inc.

operations in the United States, Canada, Europe, China and Mexico, Best Buy is a multinational leader 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 Music; The Phone House; and Speakeasy. Approximately 155,000 employees apply their talents to 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.

Best Buy Gift Giving Survey, December 17, 2009

Best Buy Press Release, October 19, 2009

National Retail Federation Survey, November 5, 2009