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## **Best Buy® Offers Incredible Holiday Savings on New HTC DROID ERIS™ to Reward Zone® Members**

*For the first time ever, Best Buy offers a free Android smartphone. Reward Zone Premier Silver members get the DROID Eris for free with new two-year activation. Reward Zone members can get it for \$49 with new two-year activation.*

MINNEAPOLIS, December 18, 2009 – Best Buy Mobile, the mobile specialty retail unit of Best Buy Co., Inc., is offering the hottest holiday deals on one of the latest smartphones featuring Google's innovative Android operating platform, the HTC DROID ERIS.

From Dec. 18 through Dec. 26 Best Buy Reward Zone members can take advantage of incredible discounts on the popular device to help upgrade their own devices or fill the stockings of those who have a new smartphone on their holiday wish list.

HTC DROID ERIS Special Offer:

- **Reward Zone Premier Silver members** – Free with new two-year activation (\$100 savings)
- **Reward Zone Base members** – \$49 with new two-year activation (\$50 savings)

The smartphone is retail priced at \$99 with new two-year activation.

“We have worked really hard to bring all of our customers closer to the most innovative mobile devices in the market by offering choice, value and support. This unique offer on the DROID ERIS is a perfect example of that,” said Scott Moore, VP of marketing for Best Buy Mobile. “The fact that we are able to bring this amazing offer to our most loyal customers is really important to us. It’s a way for the company to express gratitude to those customers and help them take advantage of incredible savings in time for their holiday shopping.”

Customers who purchase the new HTC DROID ERIS at Best Buy Mobile can enjoy the benefits of hassle-free instant rebates at the point of purchase and Walk Out Working services where Best Buy Mobile employees activate the mobile device and make sure customers understand all of the key features and benefits.

Best Buy Mobile was founded on a simple customer promise that serves to improve the shopping experience for customers every day of the year by delivering:

- **A better choice of mobile devices and networks:** Best Buy Mobile offers a tremendous assortment of phones, networks and all of the supporting products and services necessary for customers to truly enhance their mobiles lives.
- **Impartial, informed advice:** With a highly-trained, non-commissioned staff and new Web site ([www.BestBuyMobile.com](http://www.BestBuyMobile.com)), Best Buy Mobile is committed to helping customers research and purchase the right mobile technology for their needs. Best Buy Mobile also offers Upgrade Checker, an 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:** Best Buy Mobile offers only instant rebates on 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](http://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, Jiansu 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).

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