



MEDIA ALERT

Media Contacts:

Erica Smith
MS&L PR for Best Buy
404-870-6876, Erica.Smith@mslpr.com

Brian Lucas
Best Buy
(612) 291-6131, Brian.Lucas@bestbuy.com

Jim du Bois
President/CEO, Minnesota Broadcasters Association
(612) 926-8123 or cell: (612) 308-2364

Best Buy & Minnesota Broadcasters Association to Release DTV PSA for August DTV Awareness Month

***DTV Simplified* is available to all TV stations nationwide via their state broadcasters' associations for use through March 2009**

What: Best Buy, together with the Minnesota Broadcasters Association and Apex Digital Incorporated, has produced a non-branded half-hour television program – *DTV Simplified* – designed to educate and inform consumers on the upcoming analog to digital broadcast transition. The PSA will be made available to broadcasters nationwide free of charge to be used during the government declared Digital Television Transition Awareness Month (August 2009) and through March 2009.

The hosted magazine-format program, which can be partially customized per local broadcast station needs, covers the topics of interest and concern to consumers nationwide including:

- **Overview of the DTV Transition** including historical information, the benefits of the transition and consumer options for complying
- **Review of Converter Box Installation and Technical Issues** including an overview of the converter box, and how to easily install the box to an analog TV
- **Real World DTV Stories** which follows the stories of three families as they prepare their homes to comply with the DTV transition
- **The History of TV** and how the DTV Transition marks the beginning of a new era
- **Ask the Government Segment** that highlights questions asked to top government officials at the forefront of the DTV transition.

How: State broadcasters' associations will notify television stations of the dates and times when *DTV Simplified* will be available via satellite feeds. Stations needing a tape dub of *DTV Simplified* should contact Linda Lasere at (612) 926-8123 and specify the required format.

When: *DTV Simplified* will be made available through satellite feeds to all broadcasters nationwide on Monday August 11, Tuesday August 12, and Wednesday August 13.

Why: On March 31, 2008, the FCC mandated that all broadcast stations air one 30-minute DTV-related educational program prior to the transition date of February 17, 2008 between the hours of 8:00 a.m. and 11:35 p.m. It is anticipated that many stations will exceed this minimum requirement. . Best Buy, along with the Minnesota Broadcasting Association and Apex Digital Incorporated, developed *DTV Simplified* in an effort to aid broadcasters with fulfilling this task and arm consumers with the information necessary to make educated decisions regarding the DTV transition.

About Best Buy Co., Inc.

With operations in the United States, Canada, Europe and China, Best Buy Co., Inc. (NYSE: BBY) is a multinational retailer of technology and entertainment products and services with a commitment to growth and innovation. The Best Buy Co., Inc. family of brands and partnerships collectively generates more than \$40 billion annual revenue and includes brands such as Best Buy, Audiovisions, The Carphone Warehouse, Future Shop, Geek Squad, Jiangsu Five Star, Magnolia Audio Video, Pacific Sales Kitchen and Bath Centers, and Speakeasy. Approximately 150,000 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 in our communities. Community partnership is central to the way we do business at Best Buy. In fiscal 2008, we donated a combined \$31.8 million to improve the vitality of the communities where our employees and customers live and work. For more information about Best Buy Co., Inc., visit www.bestbuyinc.com.

About the Minnesota Broadcasters Association

The Minnesota Broadcasters Association (MBA) is a trade organization representing more than 350 radio and television stations in Minnesota.

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