



July 15, 2008

Dear Valued Best Buy Vendor:

We are pleased to announce that Best Buy has chosen leading retail marketing agency Creative Channel Services to develop the Best Buy Learning Lounge, a cutting-edge learning community for all 100,000+ retail employees nationwide to develop the product knowledge and selling skills they need to provide a superior shopping experience for our customers.

Launching in September 2008, the Best Buy Learning Lounge is the next generation of sales training for a new generation of employees, allowing them to learn at their own pace, in their own way, from anywhere in the country through e-learning modules, online message boards, blogs, social networking, audio training, video, etc.

As a key Best Buy vendor, you can benefit greatly from this exciting new initiative, and we strongly recommend that you offer product training and other engaging content within the Learning Lounge. Best Buy has always encouraged its retail employees to improve their product knowledge in order to recommend products and accessories tailored to meet customer needs. Now, employees will be motivated to access your product information featured within the Learning Lounge, and you will have the opportunity to engage them through vendor-specific message boards and blogs.

We are excited to partner with Creative Channel Services to develop and manage the Learning Lounge because they understand the needs of both our employees and our vendors. In addition to being a Best Buy-authorized third party labor provider, CCS is well known for providing manufacturer training at retail. The Best Buy Learning Lounge is part of CCS' CyberScholar Learning Network, which provides added benefits to vendors, particularly those who have already been offering training to retail employees through CyberScholar.com.

We hope that you will take advantage of this new opportunity to help our store employees learn the skills they need to connect your key products features with customer needs and become more effective salespeople. Please contact CCS or your Best Buy representative for more information about featuring your product information in the Learning Lounge.

Best Regards,

Julie Gilbert
SVP, Retail Learning, WOLF & Winning with Women
Best Buy Co., Inc.

Valerie Jones
Director, Retail Learning Operations
Best Buy Co., Inc.

Rick Serkin
Director, Retail Field Learning
Best Buy Co., Inc.

PART #MS-P0041144