

Dear Valued Colleague,

I am very pleased to announce that Creative Channel Services (CCS), in partnership with Best Buy, has launched Learning Lounge, a revolutionary online learning community that allows manufacturers to deliver product knowledge through interactive learning modules, blogs and message boards directly to more than 120,000 associates at 990+ Best Buy stores nationwide.

Linked through Best Buy's Employee Toolkit (ETK) and accessible to associates at home, Learning Lounge offers the most comprehensive learning resources of any retail education site in the industry. In addition, as one of the many innovative "Web 2.0" features of Learning Lounge, you as a manufacturer will be able to communicate directly with Best Buy blue-shirts. Quite simply, there is no more effective and efficient way to connect with Best Buy associates to deliver your brand message.

As part of CCS' CyberScholar Network, Learning Lounge is made available to CyberScholar.com clients at no additional charge. It is through our ever-expanding retail relationships and direct link to hundreds of thousands of retail store associates that CCS continues to provide the industry's highest ROI for clients looking to increase their brand performance by winning the recommendation at the retail point of sale.

As part of our ongoing commitment to customer service and delivering a comprehensive and integrated in-store marketing solution, CCS is also a Best Buy-authorized third party labor provider, providing CCS with the ability to represent your brand at all Best Buy store locations. We firmly believe that our innovative solutions, in-store expertise and commitment to service allows us to impact your bottom-line results like no other retail marketing agency.

Please review the attached materials and contact your CCS account representative or myself if you would like to discuss how CCS can work with your company to leverage our expertise and relationships to help you win at retail.

Best regards,



Andy Restivo  
President & CEO