



For Immediate Release

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## **Best Buy electronics recycling program launches Feb. 15 in all U.S. stores**

*Program expands electronics recycling options available to consumers  
through all stores nationwide*

MINNEAPOLIS, January 23 – Best Buy Co., Inc. (NYSE:BBY) will bring its electronics recycling program Feb. 15, 2009 to all of its 1,006 stores nationwide. The program will expand sometime in fiscal 2010 to Puerto Rico stores. The program is the latest addition to the comprehensive programs offered by Best Buy to help consumers find easy ways to recycle, reuse, or trade in products at the end of their life.

Starting Feb. 15, consumers can bring up to two (2) units per day, per household, for recycling at any U.S. Best Buy store. Best Buy will accept most consumer electronics, including televisions and monitors up to 32", computer CPUs and notebooks, small electronics, VCR and DVD players, and phones, as well as accessories such as keyboards, mice, and remotes.

A \$10 recycling fee per unit will be charged for items with screens, such as televisions, laptop computers, and monitors. The consumer will instantly receive a \$10 Best Buy gift card in exchange for the recycling fee. (This fee does not apply for units recycled in California stores, and does not apply for any of Best Buy's Exclusive-Branded products, such as Insignia, Dynex, and VPR Matrix.)

The following items cannot be accepted through this program:

- Televisions or monitor screens greater than 32"
- Console televisions
- Items containing Freon, including air conditioners, dehumidifiers, and mini-refrigerators (consumers are encouraged to contact their state/county solid waste department for recycling options)

- Microwaves
- Appliances (customers are invited instead to use Best Buy's appliance haul-away and pick-up programs)

The program is the latest addition to the electronics and appliance recycling options Best Buy offers to consumers nationwide:

- *Recycling kiosks:* at the front of every store, ink cartridges, rechargeable batteries, cell phones, CDs, DVDs, and PDA/smart phones can be dropped off for free recycling
- *Appliance and television haul-away:* Best Buy will remove an old or obsolete appliance or television free of charge from a consumers' home when a new product is purchased and delivered by Best Buy Home Delivery or Geek Squad Home Theater Installation Service.
- *Appliance and television pick-up:* For \$100, Best Buy will arrange a home visit to remove up to two (2) appliance units and/or televisions for recycling, with \$20 for each additional unit.
- *Tech Trade-In:* Visit [www.bestbuytradein.com](http://www.bestbuytradein.com) to trade in select gently used electronics for a Best Buy gift card.

#### **About Greener Together**

Greener Together is a new way of thinking at Best Buy: make smarter decisions about technology, and consume less energy in the process. Through Greener Together, Best Buy will help customers choose electronics and appliances wisely and use them more efficiently, plus find easy ways to recycle, reuse, or trade in products at the end of their life. Additionally, the company will work together with employees, manufacturers and partners to reduce its own carbon footprint, while providing consumers with an increasing number of energy efficient and recyclable options, from components to packaging. With the creativity and know-how of the 165,000 Best Buy employees worldwide, we can make a positive impact on our lives, our business and our planet.

#### **About Best Buy Co., Inc.**

With operations in the United States, Canada, Europe, and China, 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 \$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, Napster, Pacific Sales Kitchen and Bath Centers, The Phone House and Speakeasy. Approximately 165,000 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 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, visit [www.bestbuyinc.com](http://www.bestbuyinc.com).

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