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Best Buy Digital Music Store Joins Universal Music Group to Test Sales of DRM-Free Music

*Best Buy Will Help Customers
Unlock the Possibilities for Unprotected Digital Music*

MINNEAPOLIS, August 10, 2007 – Best Buy has announced that the Best Buy Digital Music Store will be part of a test by Universal Music Group, offering customers the chance to purchase music without Digital Rights Management (DRM) protection for the same price they would pay for protected music.

DRM-protection has been standard for tracks purchased from digital music sites as a way to prevent piracy. But DRM protection can end up restricting the ways that people can listen to the music they buy.

“Our customers have shared their frustration around interoperability, multiple formats and DRM issues and we have listened,” said Jennifer Schaidler, vice president of music for Best Buy. “One of the most appealing aspects of digital music is the freedom it can provide to enjoy music wherever and whenever you want. Taking away DRM protection will help digital music live up to this promise. Best Buy offers a wide variety of digital music players and services to match the various devices.

“Based on what we hear from customers and our own research, we firmly believe DRM-free music is what the consumer wants,” said Schaidler. “We’re happy to be part of Universal’s test. We believe customers will respond positively to the idea of getting unprotected music without having to pay more for that freedom.”

The Best Buy Digital Music Store gives music lovers an easy way to enjoy, manage and discover music. Powered by RealNetworks’ Rhapsody music, the Best Buy Digital Music Store offers millions of songs that can be accessed in two different ways. Customers can purchase songs for \$.99 per song. Customers also have the option to subscribe to the service for \$14.99 per month for unlimited music listening. The music can be played on a computer or loaded any compatible MP3 player, and can be listened to without limits as long as the subscription is active. Subscribers can also purchase music at a discounted rate of \$.89 per track.

About Best Buy Co., Inc.

Best Buy Co., Inc. (NYSE:BBY) operates a global portfolio of brands with a commitment to growth and innovation. Our employees strive to provide customers around the world with superior experiences by

responding to their unique needs and aspirations. We sell consumer electronics, home-office products, entertainment software, appliances and related services through nearly 1,200 retail stores across the United States, throughout Canada and in China. Our multi-channel operations include: Best Buy (BestBuy.com, BestBuy.ca and BestBuy.com.cn), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com and GeekSquad.ca), Pacific Sales Kitchen and Bath Centers (PacificSales.com), Magnolia Audio Video (Magnoliaav.com), Jiangsu Five Star Appliance Co. (Five-Star.cn) and Speakeasy (Speakeasy.net). Best Buy supports the communities in which its employees work and live through volunteerism and grants that benefit children and education.