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Best Buy® Releases First-Ever Portable HD Radio Receiver

Insignia™ HD Radio™ Portable Player Provides Digital HD Radio Broadcasting On the Go

MINNEAPOLIS, July 13, 2009 – Today Best Buy announced the launch of the Insignia™ HD Radio Portable Player, a first-of-its-kind product innovation, which is now available exclusively at Best Buy on July 12.

HD Radio technology is transforming the radio experience in ways never thought possible. It enables FM radio stations to broadcast their programs digitally, ensuring that listeners will experience clear reception with no audio distortion. Digital broadcasting allows listeners to access – for free – new HD Radio channels and more programming than ever before.

As the first-ever portable HD Radio player, the Insignia HD Radio Portable Player will make it easy for listeners to take the exceptional HD Radio experience on the go. The player offers new and extra FM HD Radio channels with crystal-clear, static-free sound, allowing listeners to take the ultimate sound experience to the gym or for a jog anywhere there is an HD Radio signal.

“The sound quality and LCD screen features of the Insignia HD Radio portable are phenomenal,” said Mike Dahnert, Insignia Portable HD Radio product manager. “Best Buy is proud to be the first to bring such a unique and quality product to our customers.”

“We applaud Best Buy for setting a precedent in the audio entertainment marketplace by offering the first-ever portable HD Radio receiver,” said Bob Struble, President and CEO of iBiquity Digital Corporation, the developer of digital HD Radio technology for AM/FM audio and data broadcasting. “With new HD2/HD3 digital channels, crystal-clear sound, no subscription fees, and now, thanks to Best Buy, the ability to take digital radio on the go, it’s a total win for the consumer and one more indication that the HD Radio momentum is continuing.”

The built-in, rechargeable Lithium-ion battery on the Insignia HD Radio Portable Player ensures long periods of continuous listening and entertainment, and a full-color LCD screen makes it simple to program your favorite preset stations at any time. A stylish armband and a 3.5 mm jack output make it easy to use the player on the go or in your car. Set up to 10 user-selectable preset memory channels to save and enjoy your favorite stations wherever you go. For a full list of HD Radio stations, visit <http://www.hdradio.com>.

About Insignia

Insignia is a Best Buy Exclusive Brand designed to provide customers with affordable, quality technology. The Insignia line features a wide range of consumer electronics including televisions, Blu-ray disc players,

home theater solutions, audio products and more. Insignia products are available exclusively at Best Buy and Future Shop retail locations, and online at www.bestbuy.com.

About Best Buy Co., Inc.

With operations in the United States, Canada, Europe, China and Mexico, 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 \$45 billion in 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; The Phone House; and Speakeasy. Approximately 155,000 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 its communities. Community partnership is central to the way business is done at Best Buy. In fiscal 2009, Best Buy donated a combined \$33.4 million to improve the vitality of the communities where its employees and customers live and work. For more information about Best Buy, visit www.bestbuy.com.

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Note to editors: "HD Radio" and the "HD Radio" logo are proprietary trademarks of iBiquity Digital Corp. The "HD" in HD Radio™ is part of iBiquity Digital's brand name for its advanced digital AM/FM system. It does not mean hybrid digital or high-definition digital; both of these are incorrect.