

## Best Buy Reward Zone Sweepstakes

### **1. NO PURCHASE NECESSARY. PURCHASE WILL NOT ENHANCE YOUR CHANCES**

**OF WINNING.** Open and offered only to legal residents of California and Nevada, 13 years of age or older. Employees and directors of Best Buy Stores, L.P. (“Sponsor”), Gage Marketing Group (“Administrator”), and their parent entity, subsidiaries and affiliated companies, advertising, promotion, or production agencies, web masters and web suppliers, and any companies who are performing work in Best Buy stores at the request of Best Buy (and their respective IRS dependents, immediate family members and individuals residing in their same household) are not eligible to participate. Void where prohibited. By participating, entrants agree to these Official Rules.

**2. To Enter.** Beginning on December 1, 2004 through December 24, 2004, each time you make a purchase using your Best Buy Reward Zone Card at a participating Best Buy store in California or Nevada, you will automatically be entered into that store’s drawing in the Best Buy Reward Zone Sweepstakes. You will receive one (1) entry for each Reward Zone point earned (under the Best Buy Reward Zone program, a member receives 1 Reward Zone point for each penny spent on purchases at Best Buy locations using the Best Buy Reward Zone card). Maximum of 20,000,000 Reward Zone Sweepstakes entries may be earned per person. Any person who attempts to participate with multiple identities or uses any device or artifice to accumulate entries in excess of this entry limitation will be disqualified. If you do not have a Best Buy Reward Zone Card, you may purchase one for \$9.99 at any participating Best Buy store. Reward Zone program membership is subject to the Reward Zone Program Rules and Terms & Conditions, which are incorporated herein by reference. If you join the Best Buy Reward Zone program during the Sweepstakes period at a participating Best Buy store, you will automatically receive an initial entry into the Sweepstakes. You must present your Reward Zone Card at the time of purchase; no Sweepstakes entry will be made after the actual purchase date. Entries will be awarded for in-store purchases at participating Best Buy stores only, and will not be awarded for online purchases, telephone orders, prior purchases, mail-in rebates, membership renewal fees, Best Buy Gift Cards or restocking fees. Entries will not be awarded for returned merchandise. **TO ENTER WITHOUT PURCHASE OR JOINING THE REWARD ZONE PROGRAM,** hand print your complete name, address, city, state, ZIP code, daytime phone number, age, email address (optional), and street address of the participating Best Buy store nearest you on a 3”x5” card. Mail in a first class stamped envelope to: Best Buy Reward Zone Sweepstakes, PO Box 4006, Grand Rapids, MN 55730-4006. Each mail in entry must be postmarked by December 27, 2004 and received by January 3, 2005. Each mail-in entry will be worth 12,000 Reward Zone points. Each mail in entry must be mailed separately. Copied or mechanically reproduced entries are void. Neither Sponsor nor its agencies are responsible for illegible, lost, late, damaged, incomplete, postage-due, misdirected or stolen mail or entries; or for lost, interrupted or unavailable network, server, satellite, or other connections, availability or accessibility; or miscommunications, failed computer, telephone or cable transmissions, lines, or technical failure; or jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or

software malfunctions, failures or difficulties; or any other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture any such information.

**3. Drawing.** Winners will be selected via random drawing on or about February 7, 2005. There will be one drawing per participating Best Buy store; each drawing will be comprised of all eligible entries received for a given store, with one winner per store. Winners will be notified by mail, email and/or telephone. Gage Marketing Group, an independent judging organization, whose decisions are final and binding in all respects, will conduct the drawings. By participating, entrants agree to abide by and be bound by the official rules and the decisions of the judges.

**4. Prizes/Approximate Retail Value (ARV)/Odds of Winning. Eighty-two (82):** 1,000,000 Best Buy Reward Zone points. If winner entered without purchase, he/she will also receive a Reward Zone card. Approximate Retail Value ("ARV"): \$333 each (if winner is a non-purchase entrant, ARV = \$342.99). Reward Zone points can only be used for future purchases at Best Buy retail locations and cannot be used for on-line purchases at BestBuy.com. Reward Zone points are NOT redeemable/exchangeable for cash and are subject to the Reward Zone Program Rules and Terms & Conditions. Odds of winning for a given store depend on the total number of eligible entries received for that store. Total ARV of all prizes: \$28,125.18.

Winners may not substitute, assign or transfer prizes, but Sponsor reserves the right, in its sole discretion to substitute prize with another prize of equal or greater value should the advertised prize become unavailable for any reason. Prizes will not be fulfilled outside the United States. Should a prize be won by a minor in his/her jurisdiction of primary residence, all affidavits, releases and undertakings, set forth in these Official Rules must be executed and undertaken by the parent/legal guardian of the minor, both on behalf of themselves and the minor, or the prize will be forfeited and awarded to an alternate winner. Prizes may be awarded to, or in the name of, minor's parent/legal guardian. Limit one (1) prize per person/family/household.

**5. Conditions of Participation: Participants agree (a) that Sponsor, Administrator and their respective parent entity, subsidiaries and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents will have no liability whatsoever for, and shall be held harmless against any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes or any Sweepstakes related activity, or for any typographical or other error in the printing, offering or announcement of any prize; and (b) except where legally prohibited, winners grant (and agree to confirm that grant in writing) permission for Sponsor and those acting under its authority to use winner's name, photograph, voice and/or likeness, for advertising, trade and/or**

**publicity purposes without additional compensation in all media now known or hereafter discovered, worldwide and on the World Wide Web, without notice, review or approval.** If any prize is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and an alternate winner selected from among all remaining eligible entries received at the applicable store. Taxes on prize are solely the winner's responsibility. By participating in this Sweepstakes, you acknowledge and agree that Sponsor may collect the personal information submitted by you, and use the information pursuant to Sponsor's privacy policy available online at [www.BestBuy.com](http://www.BestBuy.com) or by calling 1-888-BEST BUY.

**6. Limitations on Liability:** Persons who tamper with or abuse any aspect of the Sweepstakes, as solely determined by the Sponsor, will be disqualified, and Sponsor reserves the right to terminate such entrant's eligibility. Should the purchase transaction entry portion or any other portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend or terminate the Sweepstakes, and select the winner from all eligible purchase transaction entries and mail-in entries received for each affected store's drawing prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes, and assumes no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, technical failure, theft or destruction, or unauthorized use in connection with the purchase transaction entry portion or any other portion of the Sweepstakes. In the event of dispute as to ownership of winning entry, the owner of the Best Buy Reward Zone card, as indicated in Best Buy Stores, L.P.'s records, will be deemed the winner.

**7. Winners List or Official Rules Request:** For a winners list or a copy of these Official Rules, send a self addressed stamped envelope in a separate first class stamped envelope to: Best Buy Reward Zone Sweepstakes Winners List or Official Rules Request (designate which), P.O. Box 8207, Grand Rapids, MN, 55745-8207. Requests must be received by February 7, 2005.

**8. Sponsor:** Best Buy Stores, L.P., 7601 Penn Avenue South, Richfield, MN, 55423.  
**Administrator:** Gage Marketing Group, LLC, 10000 Highway 55, Minneapolis, MN 55441