

Gage Marketing
BEST512028
December Sweepstakes
November 10, 2006
Full Rules – FINAL

Best Buy Reward Zone® Program “Nintendo® Wii” Sweepstakes

1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING. Open and offered only to legal residents of the 50 United States and the District of Columbia, 13 years of age or older who are Best Buy Reward Zone program members in good standing. If you do not have a Best Buy Reward Zone program membership card, you may obtain one at any participating Best Buy store or at www.myrewardzone.com at no charge. Reward Zone program membership is subject to the Reward Zone Program Rules and Terms & Conditions. Employees and directors of Best Buy Stores, L.P. (“Sponsor”), and its parent entity, their 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 (parent, child, sibling and spouse) and individuals residing in their same household) are not eligible to participate. Void where prohibited. By participating, entrants agree to these Official Rules.

2. How to enter. Beginning at 12:00:01 a.m. CT on December 1, 2006 through 11:59:59 p.m. CT on December 31, 2006 (“Entry Period”), Reward Zone program members who are eligible in accordance with Rule #1 may visit www.myrewardzone.com (“Website”), enter their Reward Zone program member I.D. number and password, click on the Offers tab, then click on the Sweepstakes icon, banner or text link and follow the online instructions to submit one (1) entry. **Limit one (1) entry per person/address/email address.** If you have forgotten your Reward Zone program member I.D. number or password, you may request assistance by calling 1-888-BEST BUY. Any attempt at e-mail or other Internet entry is void. Any attempt by any person to obtain more than the stated number of entries by using multiple/different email accounts, or any other methods will void all of that person’s entries and that person will be disqualified. Neither Sponsor nor its agencies are responsible 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 in a random drawing on or about January 15, 2007 from among all eligible entries received. Winners will be notified by mail, email and/or telephone. Gage Marketing Group LLC., an independent judging organization, whose decisions are final and binding in all matters relating to the Sweepstakes, will conduct the drawing.

4. Prizes/Approximate Retail Value (ARV)/Odds of Winning. Grand Prize – Five (5): A Nintendo® Wii video game system which includes the console, one controller, one nunchuck, S-AV cable, sensor bar, console stand and a Wii Sports game (title to be determined by Sponsor). ARV: \$250 each. Odds of winning a prize depend on the total number of eligible entries received. Total ARV: \$1,250.

Winners may not substitute, assign or transfer prize, 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 an eligible 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 eligible minor, both on behalf of themselves and the eligible minor, or the prize will be forfeited and awarded to an alternate winner. Prize may be awarded to, or in the name of, minor's parent/legal guardian.

5. Conditions of Participation: Participants agree (a) that Sponsor and its 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, winner grants (and agree to confirm that grant in writing) permission for Sponsor and those acting under its authority to use winner's names,

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. Prize winner may be required to complete, sign, and return an Affidavit of Eligibility, a Liability Release and, where lawful, a Publicity Release within 14 days of notification. If documents are not returned on a timely basis, or if prize notification or prize is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, prize will be forfeited and an alternate winner selected. 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 on-line at www.bestbuy.com or by calling 1-888-BEST BUY.

6. Limitations on Liability: Automated entries, or entries sent by robotic or macro, are not allowed and will be disqualified. 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 modify, suspend or terminate the Sweepstakes, and select a winner from all eligible online entries received for all affected drawings 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 site users, 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 a winning online entry, the owner of the Best Buy Reward Zone program membership card used to enter online, as indicated in Sponsor's records, will be deemed the winner.

IN NO EVENT WILL SPONSOR, ITS PARENT, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR RESPECTIVE ADVERTISING OR PROMOTION AGENCIES OR ANY OF THEIR RESPECTIVE OFFICERS, DIRECTORS,

EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEBSITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM www.myrewardzone.com OR ANY OTHER WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEBSITE IS PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

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 “Nintendo® Wii” Sweepstakes Winners List or Official Rules Request – P.O. Box 27175, Golden Valley, MN, 55427-0175. Requests must be received by January 8, 2007. Official Rules will also be accessible from www.myrewardzone.com during the Sweepstakes Entry Period.

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.