

BEST BUY® REWARD ZONE® PRIVATE SHOPPING EVENT SCAVENGER HUNT SWEEPSTAKES OFFICIAL RULES

1. NO PURCHASE NECESSARY TO PARTICIPATE OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Open and offered only to legal residents of the 50 United States and District of Columbia who are 18 years of age or older (except residents of Alabama and Nebraska, who must be 19 years of age or older). The Best Buy Reward Zone Private Shopping Event Scavenger Hunt Sweepstakes (the “Sweepstakes”) is only available at the Best Buy Reward Zone Private Shopping Events (each an “Event”) at participating Best Buy stores. Employees and directors of Best Buy Stores, L.P. (“Sponsor”), GMR Marketing LLC (“GMR”) and their parent entities, subsidiaries and affiliated companies, advertising, promotion, or production agencies, any companies which are performing work in Best Buy stores at Best Buy’s request, Web masters and Web suppliers (and their respective IRS dependents, immediate family members (children, spouse, parents, siblings) and individuals residing in their same households) are not eligible to participate or win. Void in Puerto Rico and where prohibited. By participating, entrants agree to these Official Rules and to the decisions of the Sponsor, which are final and binding in all matters relating to this Sweepstakes. The Sweepstakes will take place at participating Best Buy stores between 7:30 p.m. and 9:30 p.m. local time on December 2, 2012 (“Promotion Period”).

2. TO ENTER GRAND PRIZE DRAWING (Two Ways to Enter): 1) Via Text: Visit a participating Best Buy store location during the Promotion Period, obtain a Sweepstakes Scavenger Hunt Card (the “Card”) from a Best Buy representative, and follow the registration instructions on the Card to text the keyword (“RZ[store #]” which will be provided on the Card) to short code 72579. Upon sending the first registration text message, entrant will receive one (1) entry into the Grand Prize drawing and one (1) bounce back text message with the first Sweepstakes clue (the “Clue”). Entrant will be required to visit the section of the store specified in the Clue to find the answer on signage located in that section. Entrant will be required to text the **correct** answer to the Clue in order to receive one (1) additional entry into the Grand Prize drawing. Upon submission of the correct answer, entrant will receive the next Clue via one (1) bounce back text message. There will be a total of eight (8) Clues available to each entrant in the Sweepstakes. If an entrant does not provide a correct answer to a Clue, entrant will have unlimited opportunities to attempt to answer the Clue correctly in order to receive subsequent Clues. Entrant will receive one (1) bounce back text for each correct entry submission. **Message and Data Rates May Apply. For help, text the word HELP to 72579. To opt-out at any time, text the word STOP to 72579.** Please Note: If you text STOP to 72579, all entries received up until that point will be disqualified, and you will have to re-register as set forth above if you wish to participate. Opt-outs will be confirmed by one or more text messages. Entrant must have a valid Mobile Telephone Number (“MTN”) and account to participate. “Wireless Phone Account Holder” is defined as the natural person who is assigned a MTN by the wireless carrier or as shown on the billing records of the wireless carrier. Additional restrictions may apply. Entrants should consult their wireless service provider’s pricing plan for details. Standard text message and data usage rates apply to each message sent and received, including error messages. All charges will be billed to entrant’s wireless account or deducted from your

prepaid balance according to the terms of the service agreement with entrant's wireless carrier. The text message method of entry is designed to work with most major wireless carriers but Sponsor makes no guarantee that any particular wireless service provider will participate in the Sweepstakes. **Entry by text constitutes entrant's agreement to receive the bounce back text messages, and if applicable, text messages and/or calls for sweepstakes administration, prize notification and instructions on how to claim your prize. Use of any automated entry software is prohibited.** **2) Via Free Method of Entry In-Store:** Visit a participating Best Buy store location during the Promotion Period and see a Best Buy Store Representative at the Customer Service desk to utilize the phone provided in-store to enter. You will be directed to a Sweepstakes sign that will instruct you to dial an 800 number and provide you with answers to the Clues. Upon calling the 800 number for the first registration phone call, entrant will be required to provide his/her wireless or daytime phone number in order to receive one (1) entry into the Grand Prize drawing and one (1) message directing entrant to answer the first Clue. Entrant will be required to press one (1) to submit the **correct** answer to the Clue in order to receive one (1) additional entry into the Grand Prize drawing. Upon selecting the correct answer, entrant will be asked to press 1 to proceed to receive the next Clue; or to stop, to simply hang up. There will be a total of eight (8) Clues available to each entrant in the Sweepstakes. If an entrant does not provide a correct answer to a Clue, entrant will have unlimited opportunities to attempt to answer the Clue correctly in order to receive subsequent Clues. Entrant will receive the message "Thank you – Your entry was received" for each correct entry submission.

LIMIT EIGHT (8) CLUES AVAILABLE PER PERSON/WIRELESS PHONE ACCOUNT HOLDER OR DAYTIME PHONE NUMBER REGARDLESS OF ENTRY METHOD. LIMIT NINE (9) ENTRIES INTO THE GRAND PRIZE DRAWING PER PERSON/WIRELESS PHONE ACCOUNT HOLDER OR DAYTIME PHONE NUMBER REGARDLESS OF ENTRY METHOD. LIMIT ONE (1) GRAND PRIZE PER PERSON/WIRELESS PHONE ACCOUNT HOLDER OR DAYTIME PHONE NUMBER. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE TEXT MESSAGE DISPLAYS OR THE VOICE MESSAGE STATES A WINNING MESSAGE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS, VOICE MESSAGES OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

3. TO ENTER INSTANT WIN PRIZE DRAWING (Two Ways to Enter): 1) Via Text: Upon submission of initial registration text and each correct answer via text, entrant will have an opportunity to win an Instant Win Prize. If you are selected as an Instant Win Prize winner, you will receive one (1) bounce back winning message via text indicating you are a potential winner and providing you with redemption instructions. **Message and Data Rates May Apply. For help, text the word HELP to 72579. To opt-out at any time, text the word STOP to 72579.** Opt-outs will be confirmed by one or more text messages. For text message entry details and restrictions, see Rule #2. **2) Via Free Method of Entry In-Store:** Upon submission of initial registration phone call and each correct answer via phone call, entrant will have the opportunity to win an Instant Win Prize. If you are selected as an Instant Win Prize winner, you will receive a phone call via the wireless or daytime phone number provided at time of initial

entry, approximately 7-10 days following the Event, indicating you are a potential winner and providing you with redemption instructions. For phone call entry details and restrictions, see Rule #2.

The first Instant Win Prize will be awarded at approximately 7:40 p.m. local time, with additional Instant Win Prizes awarded approximately every 10 minutes thereafter until all prizes are awarded per Event during the Promotion Period. **NON-WINNING ENTRIES WILL BE CARRIED OVER TO SUBSEQUENT INSTANT WIN PRIZE DRAWINGS. YOU DO NOT NEED TO BE PRESENT TO WIN. INSTANT WIN PRIZES MUST BE PICKED UP AT THE EVENT STORE LOCATION WITHIN 48 HOURS AFTER WINNER NOTIFICATION, REGARDLESS OF NOTIFICATION METHOD, OR PRIZE WILL BE FORFEITED. LIMIT ONE (1) INSTANT WIN PRIZE PER PERSON/WIRELESS PHONE ACCOUNT HOLDER OR DAYTIME PHONE NUMBER.**

LIMIT EIGHT (8) CLUES AVAILABLE PER PERSON/WIRELESS PHONE ACCOUNT HOLDER OR DAYTIME PHONE NUMBER REGARDLESS OF ENTRY METHOD. LIMIT NINE (9) ENTRIES INTO INSTANT WIN PRIZE DRAWINGS PER PERSON/WIRELESS PHONE ACCOUNT HOLDER OR DAYTIME PHONE NUMBER REGARDLESS OF ENTRY METHOD. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE TEXT MESSAGE DISPLAYS OR THE VOICE MESSAGE STATES A WINNING MESSAGE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS, VOICE MESSAGES OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.

4. PRIZES AVAILABLE AND APPROXIMATE RETAIL VALUES:

Forty-Five (45) Grand Prizes (to be awarded from among all eligible entries received at all participating Events during the Promotion Period), each consisting of 50,000 Best Buy Reward Zone points (\$1,000 in reward certificates). Reward Zone points will be deposited into the Grand Prize winner's Reward Zone account. Bonus points will not be multiplied. Not good in combination with any other coupons or offers. Approximate Retail Value ("ARV"): \$1,000 each. Total ARV of all Grand Prizes: \$45,000. Reward Zone program membership and reward certificates are subject to Reward Zone program rules. To receive the Grand Prize of Reward Zone points, you must be (or become) a Reward Zone program member, activate your membership on MyRewardZone.com and provide a valid email address and your Reward Zone member number. Reward Zone points will be deposited into the Reward Zone account provided within four (4) to six (6) weeks following winner verification. To issue a reward certificate, you must follow instructions on MyRewardZone.com. Additional restrictions may apply.

Twelve (12) Instant Win Prizes per Event, each consisting of a \$25 Best Buy Gift Card. Best Buy Gift Cards are subject to terms contained on gift card. ARV: \$25 each. Total ARV of all Instant Win Prizes to be awarded at each Event during the Promotion Period is \$300.

In no event will more prizes be awarded than are provided for in these Official Rules. Participants may not substitute, assign or transfer prize, or redeem prize for cash, but Sponsor reserves the right to substitute prize with a prize of equal or greater value should the advertised prize become unavailable for any reason. Odds of winning depend on the number of eligible entries received for that drawing.

5. GRAND AND INSTANT WIN PRIZE WINNERS:

GRAND PRIZE WINNERS: Grand Prize winners will be selected via a random drawing from among all eligible entries received at all participating Events, on or about December 10, 2012 by an independent judging organization whose decisions on all matters relating to the Sweepstakes are final. Potential Grand Prize winners will be notified via wireless phone number or daytime phone number indicated at time of entry on or about one (1) business day following winner selection. Potential Grand Prize winners must respond within 72 hours from initial notification or prize will be forfeited and awarded to an alternate winner. If necessary an alternate winner will be selected in a similar random drawing from among the remaining eligible entries received. The potential Grand Prize winner will be required to sign an Affidavit of Eligibility, Mutually-Acceptable Liability Release, Publicity Release and required tax documents within **seven (7) calendar days** after documents are sent. If documents are not returned on a timely basis, or if prize notification or the prize is returned as non-deliverable, or if a potential winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and awarded to an alternate winner. Prize consists only of items specifically listed as part of the prize. All taxes, costs and expenses relating to the use, acceptance and possession of a prize are solely the responsibility of the winner. Sponsor will comply with all tax reporting obligations. The Grand Prize will be deposited in the form of 50,000 Best Buy Reward Zone program points into the Grand Prize winner's Reward Zone account within four (4) to six (6) weeks following winner verification. A Grand Prize winner who does not have a Reward Zone account will need to enroll in the Reward Zone program and open a Reward Zone account to accept the prize. They may obtain free membership at the participating Best Buy store. Best Buy Reward Zone account is free and there is no cost or obligation associated with registering for an account.

INSTANT WIN PRIZE WINNERS: Instant Win Prizes will be awarded on-site at each Event during the Promotion Period or within 48 hours of winner notification (see Rule #3). **Instant Win Prize winners do not need to be present to win.** Instant Win Prize winners will be required to pick up their Prize within 48 hours of Prize notification or prize will be forfeited. If Instant Win Prize is not claimed in time specified by Sponsor an alternate winner may be selected at random, time permitting.

6. CONDITIONS OF PARTICIPATION: Participants agree (a) that Sponsor, GMR, 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 by participants 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 printing, production,

typographical, human 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 his/her 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 Internet and/or World Wide Web, without notice, review or approval. 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/privacy or by calling 1-888-BEST BUY.

7. FORCE MAJEURE/PRINTING & PRODUCTION ERRORS: Sponsor reserves the right, without prior notice and at any time, to terminate the Sweepstakes, in whole or in part, or modify, suspend or extend the Sweepstakes in any way, or deem the affected Sweepstakes materials void and invalid if it determines, in its sole discretion, that the Sweepstakes materials in question reflect printing or other errors, or if it determines, in its sole discretion that the Sweepstakes is impaired or corrupted or that fraud or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches or printing or production errors) have affected or undermined the proper integrity, and/or feasibility of the Sweepstakes. In the event Sponsor is prevented from continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or manmade health epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, extend or terminate the Sweepstakes. Text messages will be billed according to the customer's existing rate plan with their carrier. Sponsor does not guarantee message accuracy, completeness, or delivery. Text messages are neither monitored nor controlled for content. Text messages are limited to 160 characters per message. SPONSOR MAKES NO WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE SERVICE PROVIDED.

8. LIMITATIONS OF LIABILITY: Sweepstakes is void if not obtained through authorized, legitimate channels, or if any part is defective, altered, or tampered with in any way, or do not contain the proper required information. By entering, entrant agrees to be contacted via text or wireless phone number by Sponsor or GMR for purposes of Sweepstakes administration or prize fulfillment. Sponsor and GMR are not responsible for incomplete, inaccurate, lost, interrupted or unavailable network, satellite, telephone networks or lines, cellular towers or equipment (including handsets), computer on-line systems, computer equipment, software, viruses or bugs, servers or providers, or other connections, availability or accessibility; or for unauthorized access to, or alteration of entries; or miscommunications, failed computer, telephone, cellular, satellite, or cable transmissions, lines or other technical failure; or for jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors of any kind, whether human, technical, mechanical, electronic or network, including, without limitation, any errors which may occur in connection with the administration of the Sweepstakes or in any Sweepstakes related materials; or for the incorrect or inaccurate

capture of entry or other information, or the failure to capture any such information. Persons who tamper with or abuse any aspect of the Sweepstakes, as solely determined by the Sponsor, will be disqualified (and all associated entries will be void), and Sponsor reserves the right to terminate such entrant's eligibility to participate in this or any other Sweepstakes offered by Sponsor. Should any 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.

IN NO EVENT WILL SPONSOR, GMR, THEIR PARENTS, 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 RECEIPT, REDEMPTION OR ANY OTHER ASPECT ASSOCIATED WITH THIS SWEEPSTAKES, OR OUT OF YOUR ACCESS TO AND USE OF OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM WWW.BESTBUY.COM, WWW.MYREWARDZONE.COM, OR ANY OTHER WEB SITE ASSOCIATED WITH THIS SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THE SWEEPSTAKES IS PROVIDED ON AN "AS IS" BASIS 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.

9. GOVERNING LAW: Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the entrant and Sponsor, shall be construed and governed by the laws of the state of Minnesota, without regard to conflicts of law. All suits or claims brought in connection with this Sweepstakes must be brought in a state or federal court in Minneapolis, Minnesota.

10. WINNERS LIST/OFFICIAL RULES REQUEST: For names of winners of prizes over \$25 in value 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 Private Shopping Event Scavenger Hunt Sweepstakes, Winners List or Official Rules Request (designate which), 5000 South Towne Drive, New Berlin, WI 53151. Requests must be received by February 1, 2013. Official Rules will also be posted at each participating store.

11. SPONSOR: Best Buy Stores, L.P., 7601 Penn Avenue South, Richfield, MN 55423.
ADMINISTRATOR: GMR Marketing LLC, 5000 South Towne Drive, New Berlin, WI 53151.