



Kris Bowring

Senior Director, Emerging Business



Greener Together

Utility Partnerships

Utility Company

- Drive Behaviors that Save Energy
- EE Program Participation
- Environmental Stewardship



- Product Sales
- Extend Customer Relationship
 - Loyalty
- Environmental Stewardship

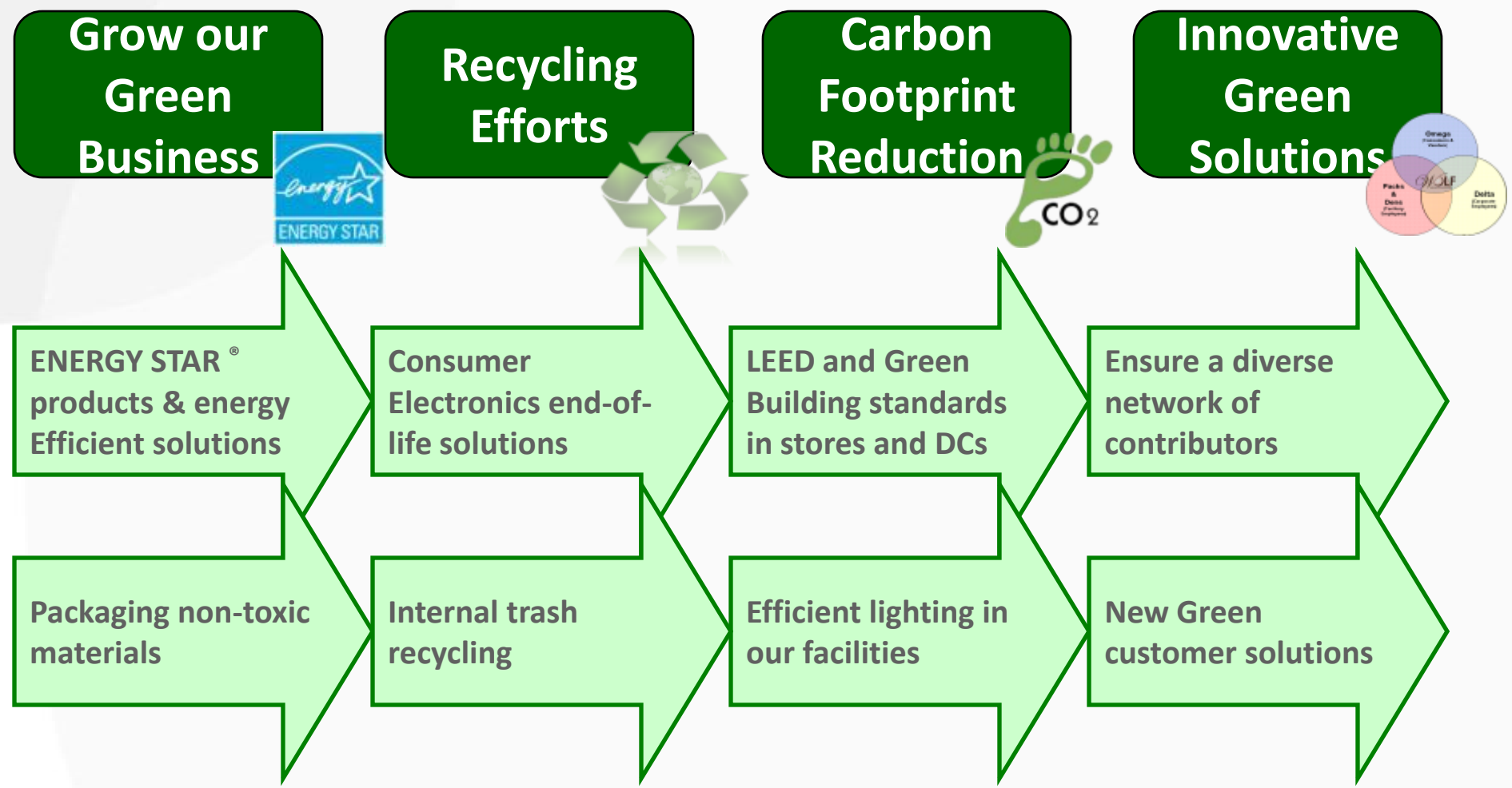


- Save Money and Protect the Environment through Energy Efficient Products & Practices.



Greener Together

Best Buy's Green & Sustainable Goals



Grow Our Green Business With ENERGY STAR®

BEST BUY AND ENERGY STAR® QUALIFIED PRODUCT SALES Calendar Year 2008

TOTAL SAVINGS



TOTAL ENERGY SAVINGS

787,489,458
kWh/year



TOTAL UTILITY BILL SAVINGS

\$90,517,923



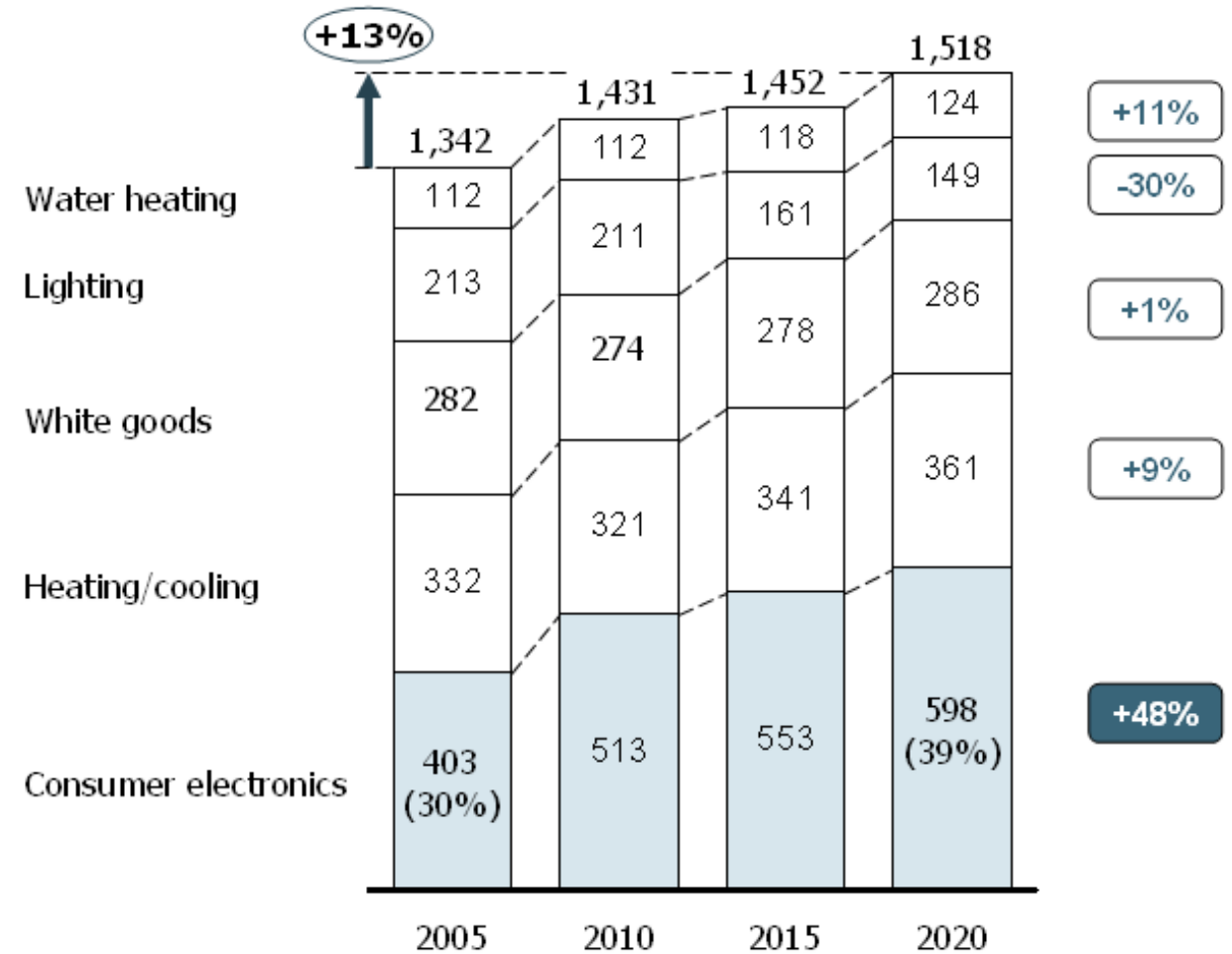
TOTAL CARBON SAVINGS

1,212,703,105
POUNDS OF CO₂

EQUIVALENT TO 100,678 CARS REMOVED FROM THE ROAD

EQUIVALENT TO 165,184 FORESTED ACRES OF TREES PLANTED

EQUIVALENT TO 951 DAYS TO LIGHT MINNEAPOLIS



Residential electricity consumption by end use^{1,2,3}
Terawatt-hours (TWh)/year, % share of total
consumption. McKinsey Research 2008



Greener Together

Exclusive Brands Leads The Way

- In Fall of 2008, All Insignia LCD TVs were qualified for the new ENERGY STAR V. 3.0 Specification
- Insignia was one of the first brands that had a full line of ES V. 3.0 qualified TVs
- In 2009, All Insignia and Dynex TVs were qualified for ENERGY STAR V. 3.0
 - 75% were 15% or more efficient than ES V. 3.0
 - 40% were 30% or more efficient than ES V. 3.0
- Our goal for FY11 models is to have all Insignia Advanced series to meet the new ENERGY STAR V. 4.0 Specifications which will become effective on May 1, 2010



Recycling Programs at Best Buy

- Consumer Electronics and Appliance Recycling
- Programs networked through Retail, DDC, Service Centers, Geek Squad City, Product Return Centers
- In-Store Take Back
- Recycling Kiosk (Ink, CD/DVDs, Cell Phone Batteries, Phones, Rechargeable batteries)
- TV & Appliance Haul-Away
- Service Center Recycling
- Recycling Events
- Trade-in Recycling
- Other Recycling
- Cardboard
- Foam
- Shrink Wrap
- Gift Cards
- Metal
- HID & Florescent Lamps



In Store CE Recycling Program



- Rolled out national in-store recycling program February 15th, 2009 to all U.S. Retail locations.
- Program also offers an *everyday solution* for our customers to recycle CE products.
- We are on pace to collect more than 1.2M units in our fiscal year ending 2/27/10, totaling over 65 million pounds of consumer electronics
- Expect to grow program by at least 100% over the next year
- Initial customer feedback has been overwhelmingly positive!



Recycling Programs at Best Buy



- Our TV Haul-away and Recycle partnership with Geek Squad has grown by a factor of 4 year over year.
- This past year we will have recycled:
 - Over 225,000 appliances
 - Over 100,000 cell phones that should double this year.
 - More that 60M pounds of cardboard.



Greener Together

Alternative & Renewable Energy

Best Buy Eden Prairie, MN



Greener Together

Alternative & Renewable Energy

Best Buy
Chicago, IL



Greener Together

Home Energy Audits

By leveraging the Geek Squad brand and a network of BPI certified agents, Best Buy has the unique ability to deliver a comprehensive and scalable suite of in-home **Level 1, Level 2, and Weatherization audits.**



Greener Together

Best Buy Is Already Part of The Ecosystem

- Best Buy can define the industry by introducing a mass customer solution that is integrated across Energy Ecosystem
 - Our ability to effectively combine these solutions to address our customers' needs will result in a curb jump for the industry

▪ **Customer Need:** *“Give me the ability to control multiple home networks and devices that are seamlessly integrated together to drive entire Home Management”*

▪ **Customer Problem:** The increasing connectivity of devices and solutions drives a level of customer techno-stress previously unseen in the market. Customers have more options for technology to help them in their lives, but the complexity of the technology prevents them from realizing its full use and potential

▪ **BBY Opportunity:** Become the key partner that helps all participants in the eco-system understand how to create and use customer-driven solution to realize the full capabilities of Home Management



Greener Together

Home Energy Management

A Connected Experience



Whole-Home Audio



Home Theater Control



Remote Monitoring & Control



Energy Management



Lighting



Security & Monitoring



The new technology that simplifies their lives

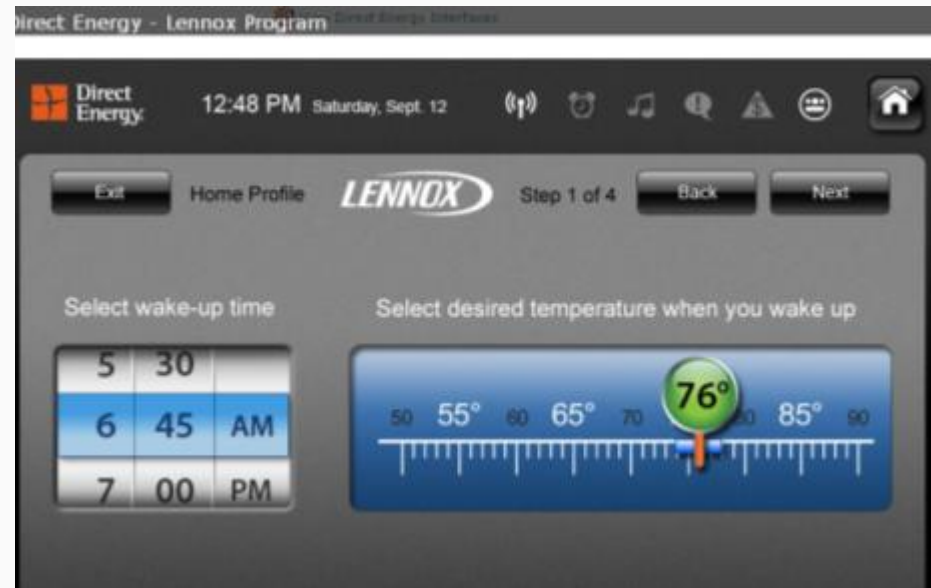
Experiences that bring home control to life for them – help them get over their Techno-stress

Services that deliver help and instill confidence



Greener Together

Home Energy Management - Direct Energy Interfaces



Direct Energy - Account Details

12:48 PM Saturday, Sept. 12

Energy Use Account Details Ways to Save Settings

Account # 63801237	ESI ID # 85277540193786610	Meter # 974100254
Rate Plan: Open Flex Electricity Plan	Plan Type: Weighted Average Monthly Hourly	
Contract Term: 12 months	Start/End: 06-14-09 / 06-13-10	
Rate/kWh: 14.1 cents	TOU Rate: 7:00am - 1:00pm : 14.5 cents 1:00pm - 7:00pm : 14.2 cents 7:00pm - 7:00am : 13.8 cents	
Last Read Date: 12-11-09	Last Billing Period: 11-14-09 / 12-14-09	



For Additional Information

Contact

Amy.Shinkle@BestBuy.com

Jon.Lanning@BestBuy.com

Kristen.Bowring@BestBuy.com

