



NEWS RELEASE

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Pictured above are the Best Buy volunteers.

Nourishing Our Communities Through Role Models

Newark, NJ – Best Buy has partnered with Junior Achievement of New Jersey (JANJ) to provide financial literacy and economic educational programs to students living in Newark, New Jersey. On Friday, May 21st, volunteers from Best Buy visited kindergarten classrooms at Park Elementary School to present the Junior Achievement (JA) curriculum during a JA Day event.

A JA Day event takes place at a local elementary school giving volunteers the opportunity to teach JA's financial literacy and work readiness curriculum in a condensed time frame. JA's activity-based programs are taught over the course of one school day (from 8:30 am to 1:30 pm) by teams of two or more volunteers. This program is a powerful team-building experience for volunteers as well as a memorable community service project for the school. The benefit for the school is a free program that meets educational standards with minimal time taken from the classroom. JA's curriculum is tied to the NJ Core Curriculum Content Standards as well as the Partnership for 21st Century Skills.

At a time when the need for financial literacy education has never been more necessary or widespread, these corporate community volunteers provided the elementary school children with JA's interactive, colorful and information-rich curriculum and led hands-on games and activities designed to better equip the children with a fundamental understanding of personal finances. Overall, the day was a rewarding experience for students, teachers and volunteers alike.

Joseph Shearn, JA Board Member and Best Buy Employee/ Volunteer, described the event as follows, "This was our first JA Day for Best Buy in North/Central Jersey and the team absolutely loved it! The employees were inspired by the day to get even more involved than we already are in our local communities where each of our stores is located. Best Buy is invested in the future of our youth through our @15 initiative. @15 is Best Buy's teen-led social change platform. We believe in the power of teens to make a difference."

About @15

Best Buy believes in the power of teens, and @15 is a new platform to connect with them, give voice to their perspectives, and invest in our resources—including the energy and talents of our employees—to turn their ideas into action and support their efforts to lead social change. Teens bring passion and enthusiasm to tackling tough issues. They are also important to our business—they shop in our stores, and they're our future employees. There's a real opportunity to listen to and learn from what teens have to say. And through the @15 Fund, we'll put the philanthropic power of @15 directly into their hands. To learn more, visit www.at15.com.

About Best Buy Co., Inc.

With operations in the United States, Canada, Europe, China, Mexico and Turkey, 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 \$49 billion in annual revenue and includes brands such as Best Buy; Best Buy Mobile; Audiovisions; The Carphone Warehouse; Future Shop; Geek Squad, Jiangsu Five Star; Magnolia Audio Video; Napster; Pacific Sales; The Phone House; and Speakeasy. Approximately 180,000 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 our communities. Community partnership is central to the way we do business at Best Buy. In fiscal 2010, we donated a combined \$25.2 million to improve the vitality of the communities where our employees and customers live and work. For more information about Best Buy, visit www.bestbuy.com.

About Junior Achievement

Junior Achievement's (JA) mission is to inspire and prepare young people to succeed in a global economy. Through a dedicated volunteer network, JA provides in-school and after-school programs for students in grades K-12. JA offers work readiness programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. JA Worldwide reaches 9.8 million students per year in 367,305 classrooms and after-school locations. JA programs are taught by volunteers in inner cities, suburbs, and rural areas throughout the United States of America and in 123 countries. For more information, visit www.ja.org. For information on JANJ, please visit www.janj.org