



## BEST BUY, Reward Zone Email Alert, “Some Email Addresses Were Accessed.”

Received: April 4, 2011

Posted: April 4, 2011

Type: Customer Email Alert

Dear Valued Best Buy Customer,

On March 31, we were informed by Epsilon, a company we use to send emails to our customers, that files containing the email addresses of some Best Buy customers were accessed without authorization.

We have been assured by Epsilon that the only information that may have been obtained was your email address and that the accessed files did not include any other information. A rigorous assessment by Epsilon determined that no other information is at risk. We are actively investigating to confirm this.

For your security, however, we wanted to call this matter to your attention. We ask that you remain alert to any unusual or suspicious emails. As our experts at Geek Squad would tell you, be very cautious when opening links or attachments from unknown senders.

In keeping with best industry security practices, Best Buy will never ask you to provide or confirm any information, including credit card numbers, unless you are on our secure e-commerce site, [www.bestbuy.com](http://www.bestbuy.com). If you receive an email asking for personal information, delete it. It did not come from Best Buy.

Our service provider has reported this incident to the appropriate authorities.

We regret this has taken place and for any inconvenience this may have caused you. We take your privacy very seriously, and we will continue to work diligently to protect your personal information. For more information on keeping your data safe, please visit: <http://www.geeksquad.com/do-it-yourself/tech-tip/six-steps-to-keeping-your-data-safe.aspx>.

Sincerely,

Barry Judge  
Executive Vice President & Chief Marketing Officer  
Best Buy