

Best Buy Unveils Rocketfish™ Adapter with WirelessHD® Technology, Offering Consumers a High Quality Wireless Entertainment Experience and Faster, Easier Home Theater Installation

Rocketfish WirelessHD Adapter Creates Quality, High-Speed Wireless Link and Eliminates Cable Clutter

MINNEAPOLIS—Nov. 30, 2009—Best Buy (NYSE:BBY), announced today the release of its Rocketfish WirelessHD Adapter. Available on bestbuy.com, the affordable high-speed wireless adapter set provides consumers with the freedom and flexibility to place their HDTV anywhere in their room without unsightly cables.

The Rocketfish WirelessHD Adapter is compatible with most existing equipment with HDMI ports such as a DVR and HDTV, creating a seamless and wireless home entertainment experience. It features an intuitive and simple setup right out of the box. The box includes the Wireless HD transmitter, WirelessHD receiver, two four-foot HDMI cables, two AC Adapters, two mounting brackets and Quick Start Guide.

"We asked our customers about their ideal home entertainment experience, and used these insights to create the new Rocketfish WirelessHD adapter, which responds to their desire to transmit high definition video wirelessly in the same room," said Nigel Waites, CTO of Rocketfish. "This new product not only complements our existing suite of Rocketfish products but also allows consumers to easily integrate this new technology with their existing home theater equipment, regardless of the brand."

The device wirelessly connects favorite home theater products such as Blu-ray players, A/V receivers, video-game consoles, and set-top boxes to HDTVs and projectors, transmitting lossless high-definition 1080p True Cinema picture resolution. This new solution significantly expands Home Theater setup options, allowing the customer to place the TV/Projector virtually anywhere in the room, while still delivering full HD 1080p just the same as if it were actually connected with an HDMI cable.

Key features of the Rocketfish WirelessHD Adapter include:

- * Operates in the open and interference-free 60GHz radio band
- * Sends full 1080p/60fps HD content up to 10 meters
- * Supports Deep Color, 7.1 surround sound, Dolby TrueHD and DTS-HD Audio
- * Compatible with HDMI CEC control functionality

The Rocketfish products utilize WirelessHD technology, the standard for 60GHz wireless connections for consumer electronic, personal computing and portable devices.

Rocketfish WirelessHD adapters are now available on bestbuy.com for \$599.99. For additional information, please click the following link [Rocketfish WirelessHD Adapter \(RF-WHD100\)](#).

About Rocketfish

Designed to provide customers with enhanced connectivity to people, products and content, Rocketfish delivers simple solutions to consumers' increasingly complex digital needs. The Rocketfish product line includes cables, audio products, and mobile, gaming and computer accessories. In October 2009, Rocketfish launched a new line of audio products with Rocketboost™ wireless audio technology. Rocketfish products are available at Best Buy, and online at www.bestbuy.com. Become a Fan at www.facebook.com/rocketfishproducts.

About Best Buy Co., Inc.

With operations in the United States, Canada, Europe, China and Mexico, 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 \$45 billion in annual revenue and includes brands such as Best Buy; Audiovisions; The Carphone Warehouse; Future Shop; Geek Squad, Jiangsu Five Star; Magnolia Audio Video; Napster; Pacific Sales; The Phone House; and Speakeasy. Approximately 155,000 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 its communities. Community partnership is central to the way business is done at Best Buy. In fiscal 2009, Best Buy donated a combined \$33.4 million to improve the vitality of the communities where its employees and customers live and work. For more information about Best Buy, visit www.bestbuy.com.

Media Contacts:

Best Buy

Carolyn Aberman, 612-291-2786

carolyn.aberman@bestbuy.com

or

MS&L for Best Buy

Kristal McKanders, 404-870-6834

kristal.mckanders@mslworldwide.com