



For Immediate Release

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Best Buy Establishes Presence on eBay

The World's Online Marketplace™ Becomes Home to Virtual Best Buy Outlet Store

MINNEAPOLIS, March 30, 2004 -- Best Buy (NYSE:BBY), North America's leading specialty retailer, has launched two outlet stores on eBay. The first, a Best Buy branded outlet store, offers consumer electronics and computing products to consumers nationwide. The second, Best Buy's first regional outlet store on eBay, offers select scratch-and-dent and returned products to consumers in the North Virginia/Washington, D.C. area. The new stores can be accessed at <http://www.ebay.com/bestbuy>.

"eBay represents a powerful new distribution channel for Best Buy. Establishing a virtual outlet store on eBay helps us sell excess inventory while allowing us to acquire new customers," said Allen Lenzmeier, president and chief operating officer of Best Buy.

The Best Buy Outlet on eBay features new-in-box products, including computers, computing peripherals, consumer electronics and accessories. Customers can purchase these products in a variety of auction and fixed price formats and have them shipped directly to their homes. At checkout, customers have the option of buying additional related accessories and extended service plans. Customers buying on the Best Buy Outlet pay for shipping.

The Best Buy Regional Outlet offers returned products and scratch-and-dent appliances and large televisions. Products sold on the Regional Outlet can be shipped to the customer for a fee or picked up at a Best Buy regional distribution facility. Other Regional Outlet locations are expected to be opened over the course of the next year.

Best Buy employees are not permitted to bid or buy on either outlet site.

About Best Buy Co., Inc.

Minneapolis-based Best Buy Co., Inc. (NYSE: BBY) is North America's leading specialty retailer of consumer electronics, personal computers, entertainment software and appliances. The Company's subsidiaries operate retail stores and/or Web sites under the names: Best Buy (BestBuy.com), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com), and Magnolia Audio Video (Magnoliaav.com). The Company's subsidiaries reach consumers through approximately 750 stores in the United States and Canada.

Forward-looking Statements

Statements made in this news release, other than those concerning historical financial information, should be considered forward-looking and subject to various risks and uncertainties. Such forward-looking statements are based on management's beliefs and assumptions regarding information currently available, and are made pursuant to the "safe harbor" provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The Company's actual results could differ materially from those expressed in the forward-looking statements. Factors that could cause results to vary include, among others, those expressed in the Company's filings with the Securities and Exchange Commission. The Company has no obligation to publicly update or revise any of the forward-looking statements that may be in this news release.

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