



For Immediate RELEASE:

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Retailer Best Buy Co., Inc. Chooses SignUp4 as Total Event Management Solution

ATLANTA, GA, February 28, 2005. SignUp4, the leading provider of registration, survey and data management solutions to the Fortune 2000, today announced that Minneapolis, MN based Best Buy Co., Inc. has selected the company as its provider of web based event registration and management applications.

Best Buy Co., Inc is North America's number-one specialty retailer of consumer electronics, personal computers, entertainment software and appliances. The company chose SignUp4 for its total product offering to provide its planners with the ability to create, manage and control their events without the reliance upon technical assistance. The flexibility of SignUp4's "The Event Management System™" will enable Best Buy planners to manage several different types of events within the same system, providing the company a standard platform from which to operate. In addition to automation and streamlined processes, Best Buy anticipates that SignUp4 will provide its planners with more control in the overall event planning and management process.

About SignUp4

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for event planners, corporate and government entities. Clients enjoy an enhanced event planning and management experience through flexible and easy to use quality solutions. For more information, please visit SignUp4's website at www.SignUp4.com or call at 404.237.8945.

About Best Buy Co., Inc.

Best Buy Co., Inc. (NYSE: BBY) is an innovative Fortune 100 growth company that continually strives to create superior customer experiences. Through more than 820 retail stores across the United States and in Canada, our employees connect customers with technology and entertainment products and services that make life easier and more fun. We sell consumer electronics, home-office products, entertainment software, appliances and related services. A Minneapolis-based company, our operations include: Best Buy (BestBuy.com and BestBuyCanada.ca), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com) and Magnolia Audio Video (Magnoliaav.com). We support our communities through employee volunteerism and grants from The Best Buy Children's Foundation.