



# ILFORD

## Best Buy and ILFORD partner together to bring professional-quality papers to the consumer

### Best Buy to stock ILFORD Consumer Brand in stores around the US this fall

Oji ILFORD USA (OIUSA) is pleased to announce that **Best Buy**, a world leader in consumer retail, and **ILFORD**, a world leader in professional photo products, have finalised plans to launch the ILFORD Consumer Brand (ICB) in all US Best Buy locations beginning September 2008. Best Buy sells consumer electronics, home-office products, entertainment software, and appliances in almost 1000 stores in 49 states in the USA and Puerto Rico. Best Buy will stock six different ICB Premium Photo items, in both a glossy surface and in a unique Pearl surface, which is geared to help consumers print like professionals.

"This strategic placement is very important to the growth of our burgeoning consumer brand product line. Always the clear choice of professionals and photographic enthusiasts, ILFORD now looks to add new depth to its inkjet range by offering a range that can be used straight from the box, targeting the every day user," says **Tom Poudrier, OIUSA's Director of Marketing**. "To target the consumer market, we have built a user-friendly product offering that will enable everybody to print photographs easily, on any inkjet printer, with the quality and consistency of a photo lab."

#### Availability

ILFORD Consumer Brand will be available at Best Buy in both gloss and pearl surfaces, in the following sizes:

- 4" x 6", 50 sheets
- 5" x 7", 50 sheets
- 8.5" x 11", 20 sheets

#### About Best Buy Co., Inc.:

Best Buy Co., Inc. (NYSE: BBY) operates an international portfolio of brands with a commitment to growth and innovation. Our employees strive to provide customers around the world with superior experiences by responding to their unique needs and aspirations. We sell consumer electronics, home-office products, entertainment software, appliances and related services through approximately 1,300 retail stores across the United States, throughout Canada and in China. Our multi-channel operations include: Best Buy (BestBuy.com, BestBuy.ca, BestBuy.com.cn and BestBuyMobile.com), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com and GeekSquad.ca), Pacific Sales Kitchen and Bath Centers (PacificSales.com), Magnolia Audio Video (Magnoliaav.com), Jiangsu Five Star Appliance Co. (Five-Star.cn) and Speakeasy (Speakeasy.net). Best Buy supports the communities in which its employees work and live through volunteerism and grants that benefit children and education.