

MICRO CENTER[®]
computers & electronics

media kit

✓ **NEW eCatalog! Drive Customers to your product in store when they are researching online.**

Over 80% of customers research on the web before making an in-store purchase. Customers spend considerable time reading and interacting with our online catalog as they research. Now you can take advantage of special supplemental eCatalog opportunities throughout the year.

Details under the “Direct Mail Marketing” tab.

Now with embedded video capability!



✓ **NEW Feature Positions. Line up your targeted online ads now with product-centric placements on microcenter.com.**

Expanded Home Page placements and Inside Category ads, partner showcases, landing pages, search results premium placements are a few of the many opportunities to target ads and generate exciting results, particularly with the huge growth of customer-connectedness on our website.

Details are under the “Online/Website” tab.

✓ **Triggered emails! Highly-targeted purchase generated eMails are now available and the options have expanded.**

Now you can jump on precisely targeted vehicles hitting inboxes precisely when customers are planning add-on, upgrade or reoccurring purchases. Whether a single offer on an existing response device or an entire eMail campaign to maximize sell-through, you have several options, and all are winners.

Go to the “Email Marketing” Tab.

✓ **In-store Placements. Capture sales right at the point of purchase with new high-visibility opportunities in store.**

Savvy partners maximize their opportunities directly on the sales floor at the point when customers are making buying decisions. Added to our effective and well-managed in-store offerings are Inline Product Features, expanded placement opportunities and more. **Details under the “Merchandising” Tab.**

- Higher average selling price (ASP)
- Fewer returns
- The industry's best representation of your products



TV DISPLAYS · PROJECTORS



The Micro Center Advantage

Since its founding in 1979, Micro Center has focused on the needs of dedicated computer users - **the most active computer buyers**. Micro Center puts our partners' products in front of computer enthusiasts and early adopters who influence the purchasing decisions of the entire market. We are a **destination retailer** who reaches these involved computer users by offering:

- Largest selection of computers in the industry
- Unmatched selection – More than 30,000 items in stock
- Better trained, knowledgeable sales staff
- Large, dedicated departments, including:
 - Build-Your-Own PC
 - HDTV, Audio, Gaming & Digital imaging
 - Systems, Notebooks
 - Apple hardware, accessories and software
 - Books
 - Accessories, media and software

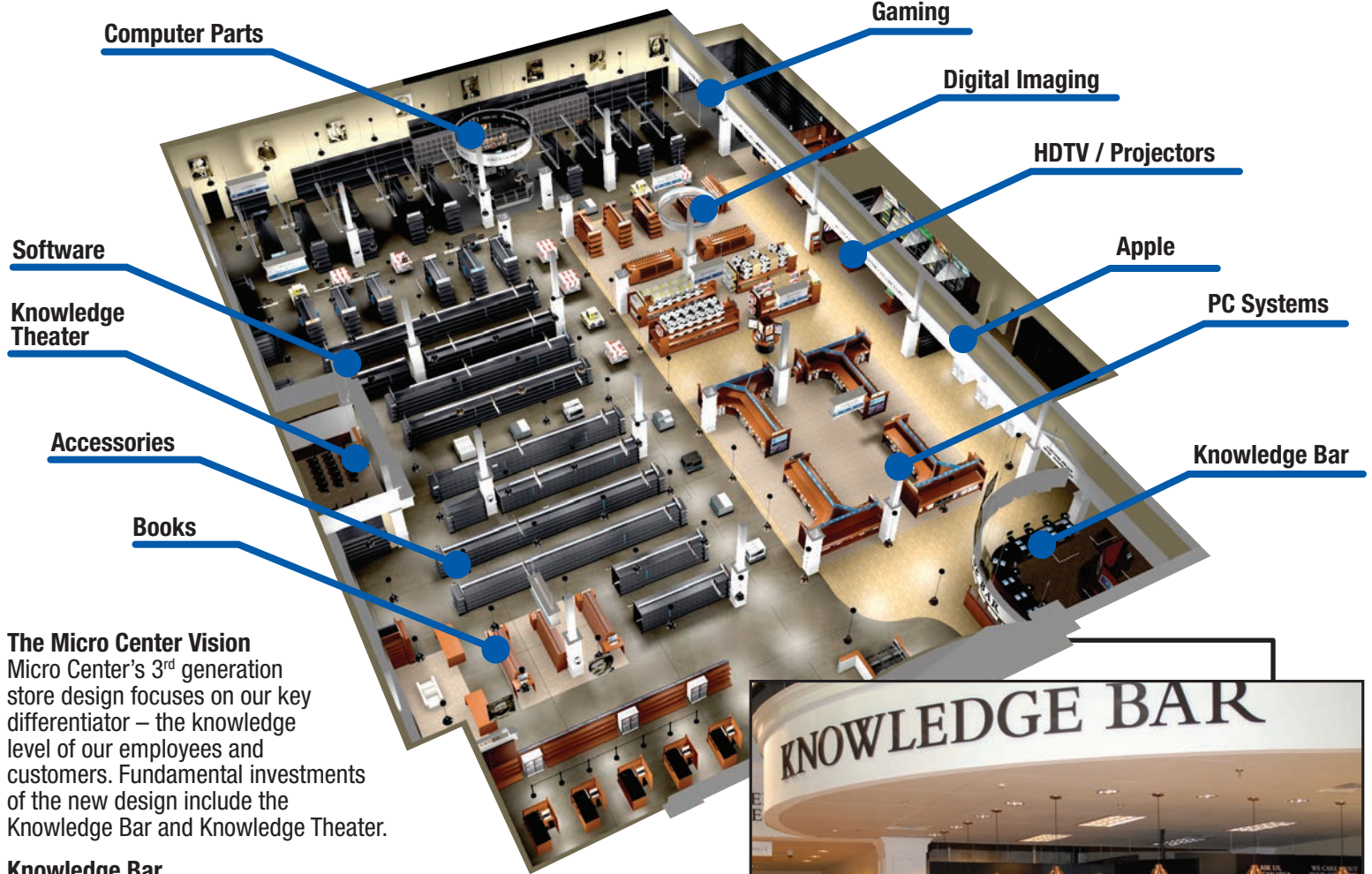


Micro Center is **expanding** with new stores which continue our tradition of offering selection, service and sales staff training and **expertise** surpassing all other computer retailers.

Readers of **Consumer Reports** have consistently rated Micro Center among the best stores at which to buy a PC since the publication began surveying satisfaction with computer stores in 2003.



- Higher ASPs
- More exposure / more add-on sales
- More effective product presentations



The Micro Center Vision
 Micro Center's 3rd generation store design focuses on our key differentiator – the knowledge level of our employees and customers. Fundamental investments of the new design include the Knowledge Bar and Knowledge Theater.

Knowledge Bar

- A comfortable, casual gathering place for technology enthusiasts
- One-on-one tech support
- Quick upgrades
- Personalized help sessions reduce returns and increase customer satisfaction
- Fast and easy service

Knowledge Theater

- Product demos
- Technology presentations
- New product introductions
- Perfect for presenting new products to a large audience and getting immediate reactions
- Sales-focused presentations and clinics generate big increases in sales volume

Micro Center offers customers:

- More upscale shopping experience than typical big-box retailers
- Beats big-box retailers on pricing
- Huge savings on thousands of products
- Comprehensive list of services
- Specialized, customer-oriented expertise and support
- World's largest, most accessible selection of computers and computer-related products



- Exponential sales and customer growth
- Nationwide support
- Premier visibility in major markets

MICRO CENTER® Stores in Major Markets Coast to Coast

computers & electronics



Tangible Benefits of Partnering with Micro Center

Millions of customers are offered a unique shopping experience

- A facilitating décor – upscale, informative and user-friendly
- Unmatched selection and a showcase for new and unique products
- Proactive and measured promotion/merchandising/signage programs
- Departmentalization to provide an atmosphere conducive to closing sales on a wide variety of products

A sales plan based on knowledge

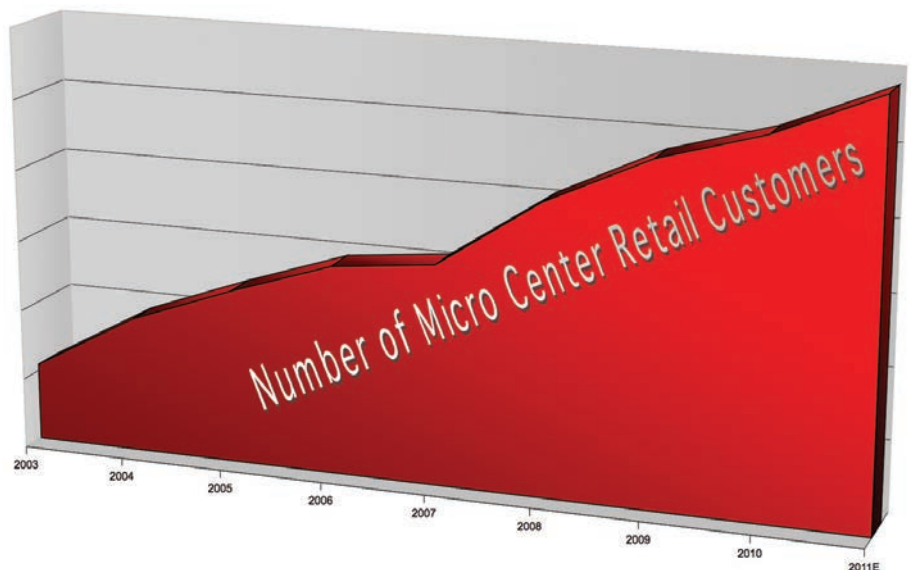
- Continually trained, knowledgeable salespeople specialized by department and measured by customer satisfaction
- Free walk-in technical support and fee-based phone support
- Over 30 years of providing comprehensive repair service
- In-house product testing and evaluation facilities

Your low-cost business partner

- Centralized Distribution, Marketing, Purchasing and RTV functions
- Product-by-product, store-by-store forecasting/selection based on detailed research
- Low product return rates because of careful up-front sales and follow-on support
- Extremely efficient, targeted advertising to leverage our partner's marketing dollars and to sustain product momentum

And now, an opportunity for you to grow with us!

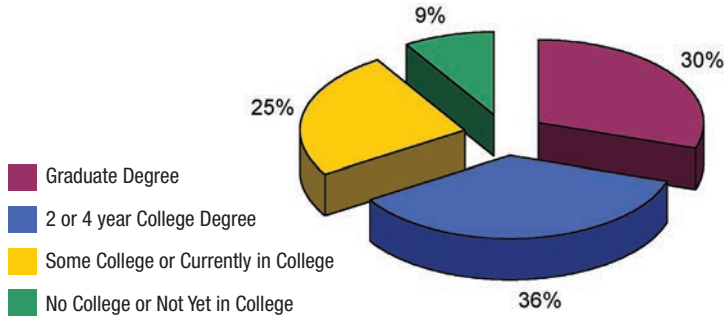
- Highest sales-per-square-foot of any large-format multi-unit retailer
- Detailed, aggressive growth plan outlined for the rest of this decade and beyond
- A steadily increasing share per market from continuous, well-conceived marketing campaigns



Source: Micro Center data on number of retail customers per fiscal year

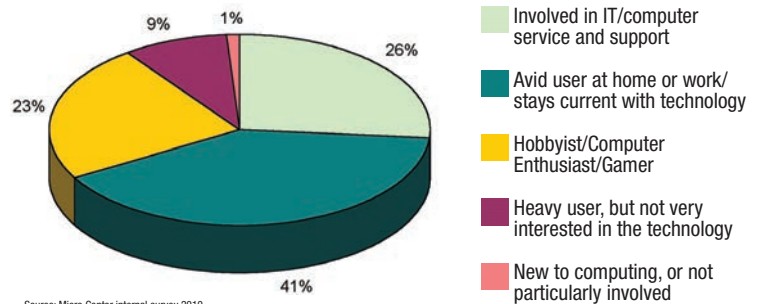
- Educated customers earn more and spend more
- Higher customer satisfaction
- Lower product returns

OVER 90% OF MICRO CENTER CUSTOMERS HAVE ATTENDED COLLEGE OR ARE CURRENTLY ENROLLED



Source: Micro Center internal survey 2010

90% OF MICRO CENTER CUSTOMERS ARE AVID COMPUTER USERS



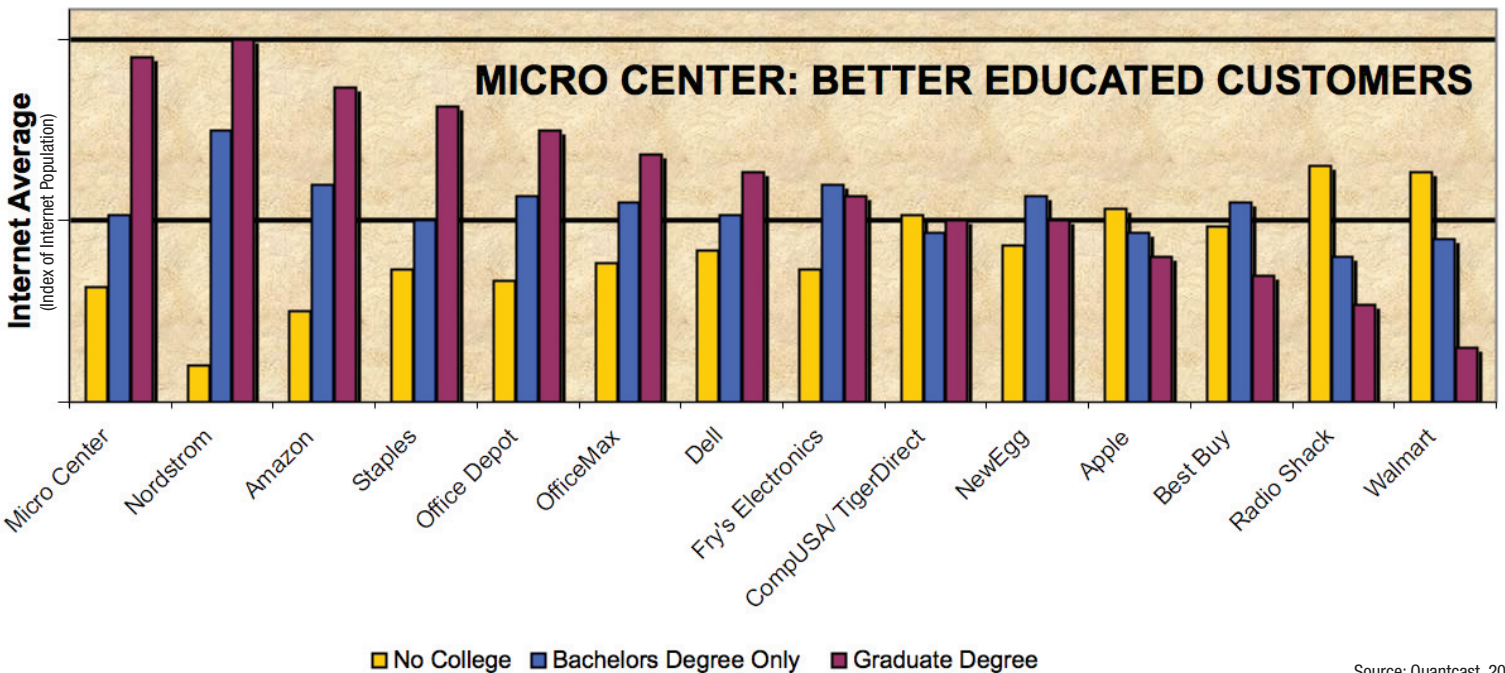
Source: Micro Center internal survey 2010

Reach a Uniquely Well-Educated Customer Base

- A highly educated clientele are avid technology consumers
- Two-thirds of our customers are college graduates
- 30% have completed graduate or professional degrees

Connect with Customers who are Serious Computer Users

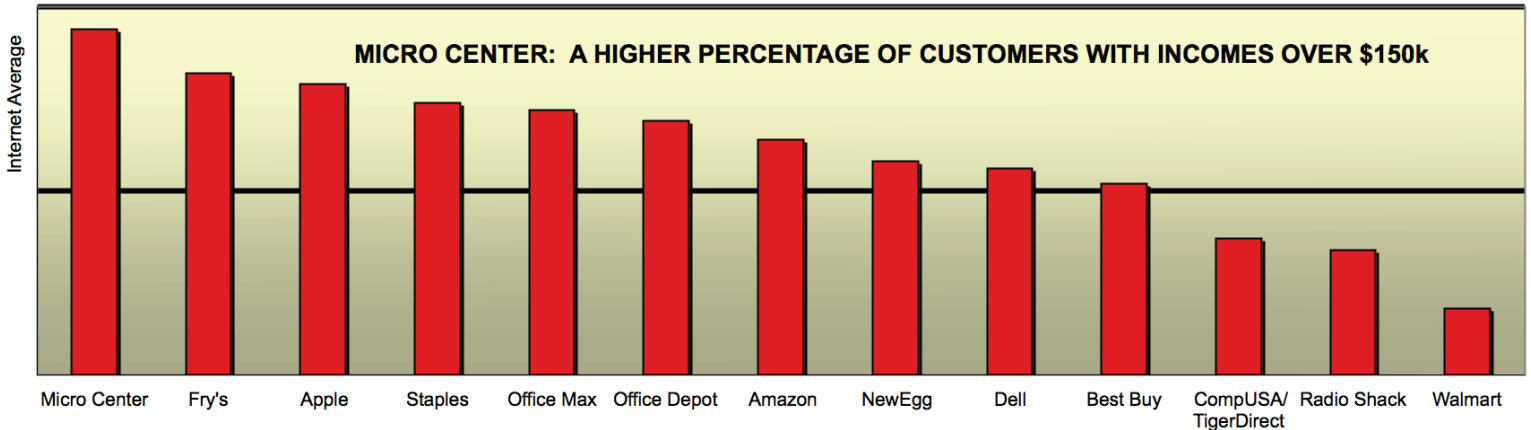
Micro Center is the premier destination in the U.S. for reaching heavy computer users who are active buyers



Source: Quantcast, 2010

- Micro Center customers have a higher level of educational attainment than customers who shop at other computer retailers, office supply stores, online-only stores, discounters and consumer electronics stores
- Only the customers of luxury retailer Nordstrom match those of Micro Center for educational attainment (Quantcast, 2010)

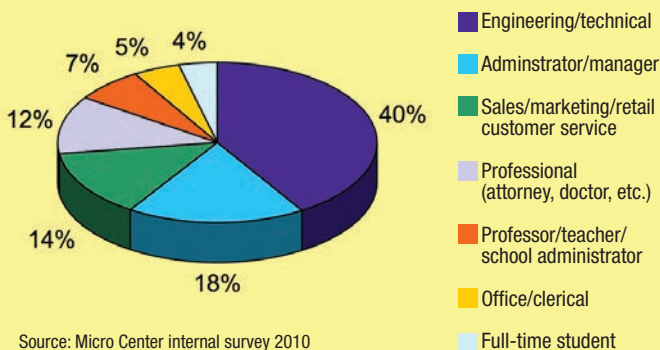
- More disposable income = Higher ASP
- Lower returns
- Influence other buyers



- A higher proportion of Micro Center customers earn household incomes over \$150,000 per year than do customers who shop at other computer retailers, office supply stores, online-only stores, discounters and consumer electronics stores (Quantcast, 2010).
- This results in higher ASPs, higher consumption and increased sales for our partners.

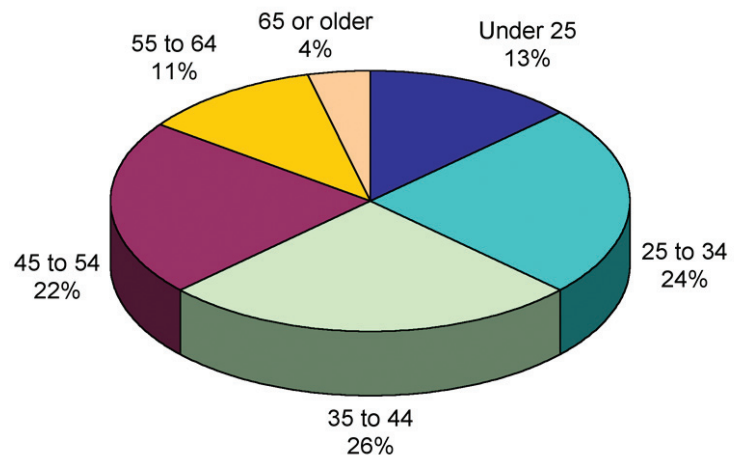
Micro Center Core Customers

MICRO CENTER: 91% OF CUSTOMERS WORK IN PROFESSIONAL, TECHNICAL, MANAGERIAL AND SALES MANAGEMENT CAREERS



Micro Center reaches a professional/technical audience who are avid technology buyers.

63% OF MICRO CENTER CUSTOMERS ARE YOUNGER THAN 45



Micro Center has rapidly expanded its share of 18-34 year old gamers, A/V and mobility enthusiasts. Micro Center sells "must have" products which capture technology buyers of all ages and buying

The bottom line is that Micro Center delivers a database of established technology enthusiasts that can't be replicated elsewhere. Reach the most knowledgeable technology buyers with Micro Center.

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computers & electronics

Relationship

EXPERTISE

Effectiveness

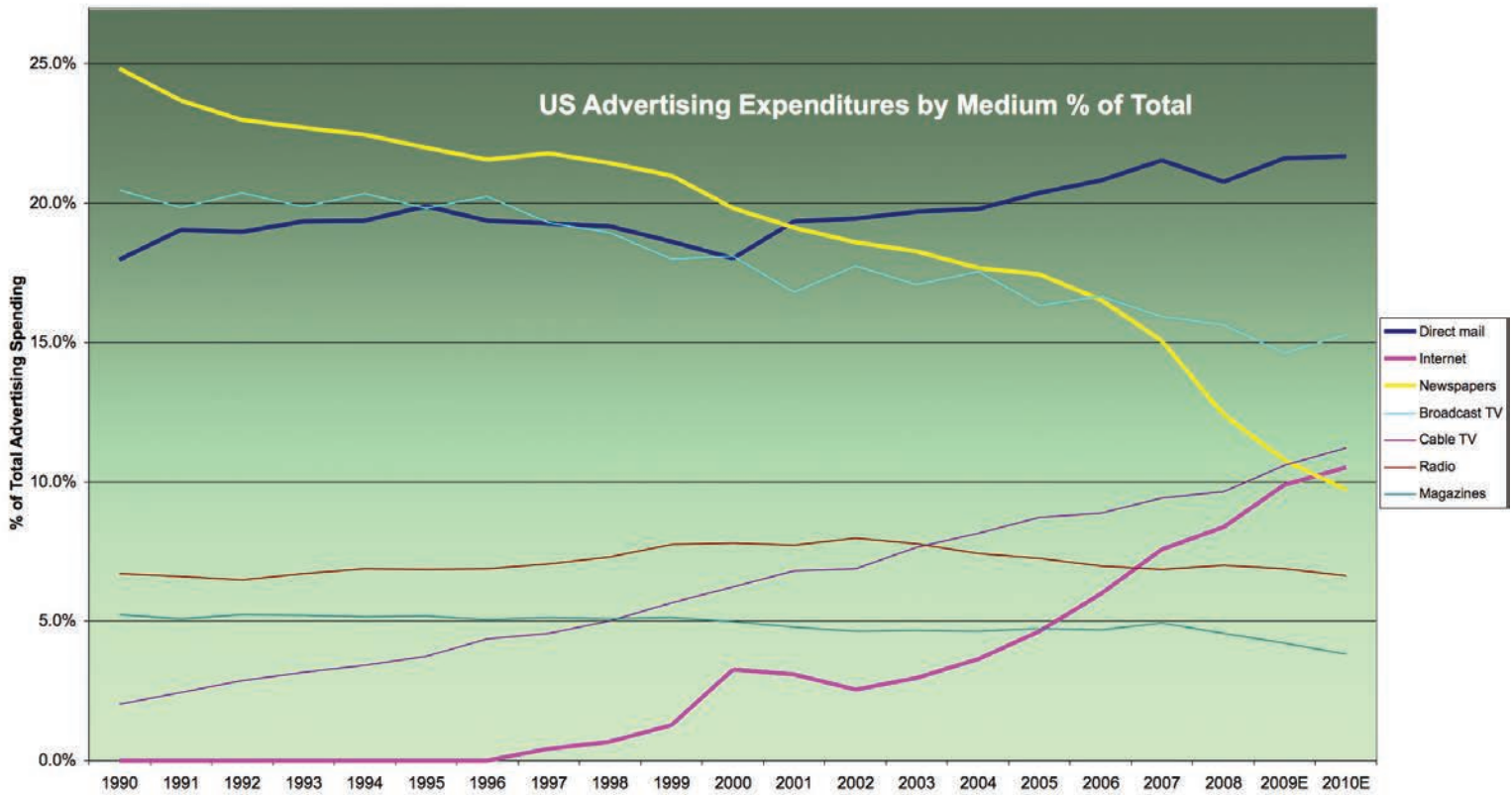
Partnership

Results

ROI

- Targeted
- Showcases deep selections
- Longer shelf-life

Direct Mail Continues to Grow and Dominate Ad Spending



As advertisers have demanded a higher return on investment for their advertising dollars, U.S. direct mail advertising expenditures have grown to exceed expenditures for all other forms of advertising.

Direct Mail Outperforms other Media in Key Ways

- Much higher response rates
- Its targetable *and* scalable
- Enjoys the highest consumer spend per impression
- Works very well in combination with other media



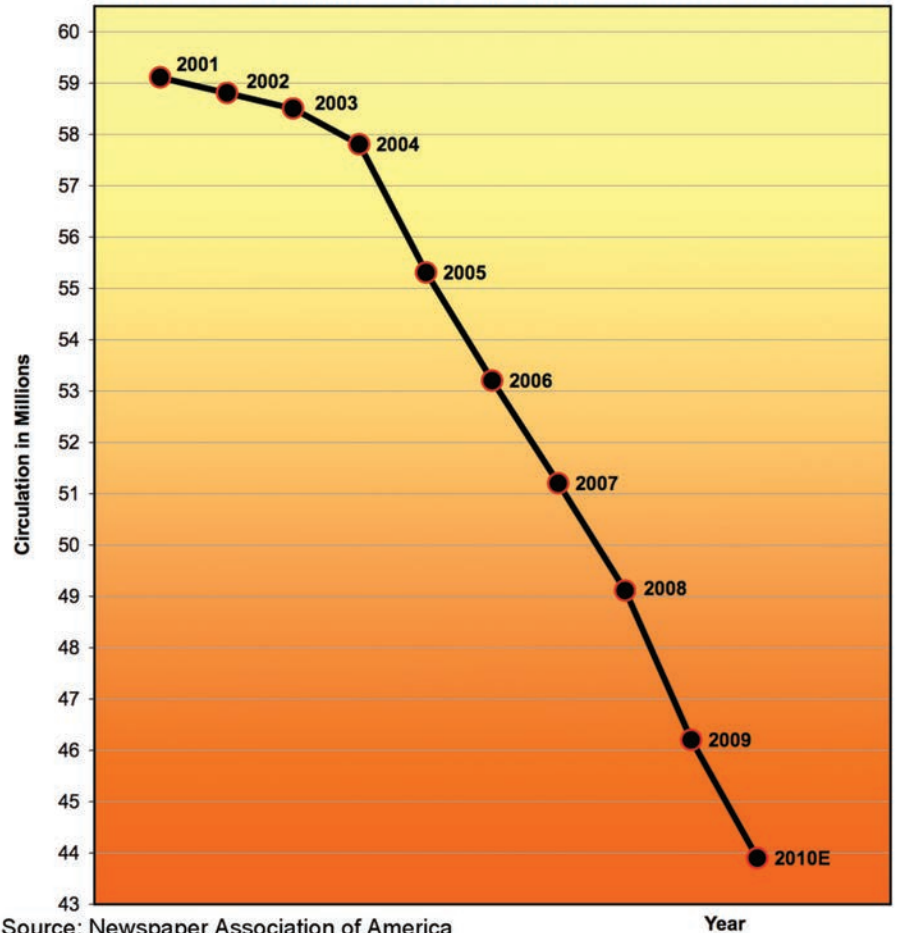
- Quick to market
- Current and comprehensive
- Showcases a broader range of high-end product selections

Micro Center's direct-mail "Broadsheet" is a more effective alternative to other print media such as newspapers, which have shown steady declines in circulation, readership and ad revenues. The Broadsheet is a monthly catalog for Micro Center's highly-educated, tech-savvy customer base.

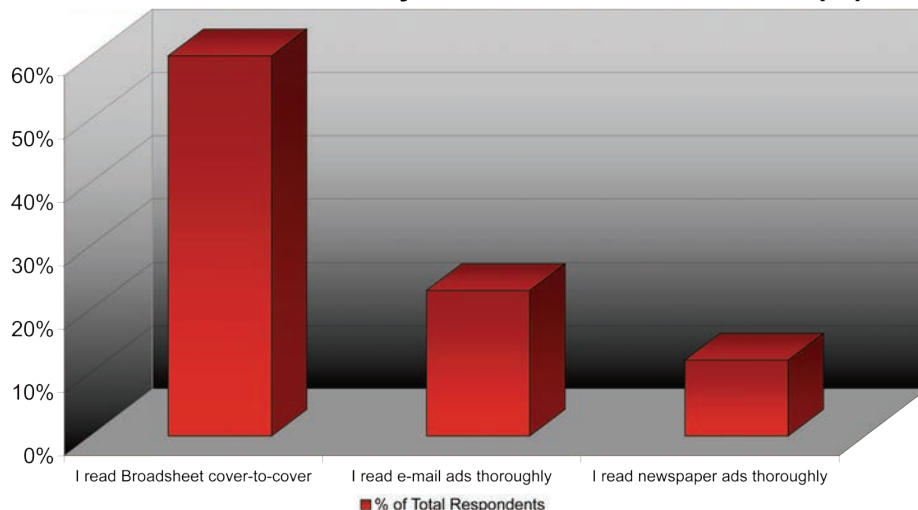
Here are its key attributes:

- Goal is to drive store traffic and attract new prospects
- 24-page, 4-color monthly direct mail catalog
- Every month, a second version with updated pricing is published two weeks after the initial print-run
- Always reflects the huge range of products currently on our website and in our stores
- Unique 12-inch by 21-inch size makes it stand out when compared with other catalogs
- Customers spend several minutes browsing it as they would a newspaper
- Monthly theme on front cover and hot offers on front and back covers stimulate readership and drive traffic
- Customers receive copies via direct mail, online and in-store
- Higher-retention rate than Internet or Newspapers

CIRCULATION PLUMMETS FOR TOP 200 U.S. SUNDAY NEWSPAPERS



Broadsheet Read Nearly Six Times as Much as Newspapers



Additional Benefits

- Customers spend a lot of time with the Broadsheet – 60% read it cover-to-cover
- It enjoys nearly 6X higher retention rate than for newspapers
- Nearly 3X higher retention rate than for the Internet

Availability and Space Limitations

- Published 12 times per year
- Minimum commitment is one issue
- Duration is one month

Source: Micro Center internal survey 2010

- Easy to shop
- All products linked to current website content
- Tremendous Customer acceptance and usage

eCatalog

Micro Center reproduces all 12 Broadsheet issues in an easy-to-browse electronic format on microcenter.com at no extra charge to participating broadsheet partners. Another reason to advertise in the Broadsheet.

Prominent links to the catalog from all website pages and emails insure consistently high traffic and readership.

- 76% of surveyed customers have browsed our eCatalogs
- 41% report they use the eCatalog at least once per month.
- Average pages viewed per visit is 18.1!



Semi-Monthly eCatalogs

Micro Center creates 24 online broadsheet editions per year at no extra charge for participating broadsheet partners. These eCatalogs are easy to browse, is keyword searchable and all products are linked to product pages on microcenter.com for full descriptions and specs.

Availability

- Broadsheet partners
- Duration: Same as broadsheet
- Investment: FREE

NEW! Semi-Annual Special Editions

Twice yearly, full eCatalogs are published especially for partners not able to participate in broadsheet advertising. This cost-effective medium is ideal for those partners who want an expanded presence through a high-traffic online ad vehicle. eCatalogs are used repeatedly by returning customers, so these longer-running ads will receive lots of ad impressions.

Availability and Space Limitations

- Select vendors only
- Offered twice yearly
- Minimum commitment: one issue
- Duration: 3 months

NEW! Seasonal and Custom Supplements

During key selling times, existing eCatalogs can be supplemented with additional ad space for more content; expanded ads, additional products, product launches or other customized presentations. Take advantage of high readership during the best selling seasons, or when your category is booming or when you have a big story to tell.

Ask your Merchandise Manager for upcoming opportunities.

- Affordable and customizable
- Effective in meeting several objectives
- Directly measurable with coupons

Postcards and Special Mailers

SONY
Sony recommends
Windows Vista® Ultimate.

**How do you find the Sony® VAIO® PC that's right for you?
Ask yourself one simple question.**

What do you want to do?
Answer: Essentials
We're talking about browsing the Web, listening to music, emailing, chatting, writing reports or tracking finances. VAIO PCs with Intel® Centrino® 2 processor technology can handle those tasks with ease. Express your creativity and build an online persona with advanced photo editing, digital content creation and more.
Solution: VAIO VGN-FW260 notebook

Answer: Multitasking
Not only do you need to stay connected and entertained wherever you go, you have lots of things to do at once. Wireless-N* and more energy-efficient Centrino® 2 processor technologies offer leading performance designed for long battery life so you can do more in more places!
Solution: VAIO VGN-FW260, VGN-Z530, VGN-Z570 notebooks

Answer: Everything
You want to do it all. From Web browsing, to video editing, to watching* and recording* Blu-ray Disc™ movies. Centrino® 2 technology offers screaming-fast performance and runs on less power for quieter, cooler, more energy-efficient computing!
Solution: VAIO VGN-FW280 notebook

These VAIO notebooks are great choices from Sony, powered by Intel® Centrino® 2 processor technology for higher performance, advanced connectivity and long battery life while on the go!

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Don't miss out on special savings on select VAIO notebooks.
See back for details.

Description and Purpose

Micro Center's targeted postcard and custom mailer programs are ideal for:

- Reaching recent buyers to drive add-on sales
- Product introductions, announcements and special offers
- Thanking new customers and strengthening long-term customer relationships
- Testing multiple messages or different price points
- Getting in touch with a precisely targeted audience

Key Benefits

- Cost effective because of performance
- Highly scalable
- Customizable content
- Short production times
- Directly measurable if coupon is included

Availability and Space Limitations

- Select partners only
- Exclusive responsive offers by category
- Minimum 10,000 pieces

Ask your merchandise manager for details.

No Rebates Needed - No Purchase Necessary!

Wireless-N Router!

**Give Your Network
A Huge Boost... FREE!**

**Easy setup,
greater range and
3x faster than Wireless-G!**

A \$44.99 Value. See Inside.

MICRO CENTER
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NOW OPEN in Westchester County
1-87 at Cross County Parkway - The Mall at Cross County

Postcards were the primary vehicle used to promote Micro Center's most recent store grand opening.

NIERO CENTER
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Online / Website

Continuity

Responsiveness

Options

Opportunity

Investment Progress

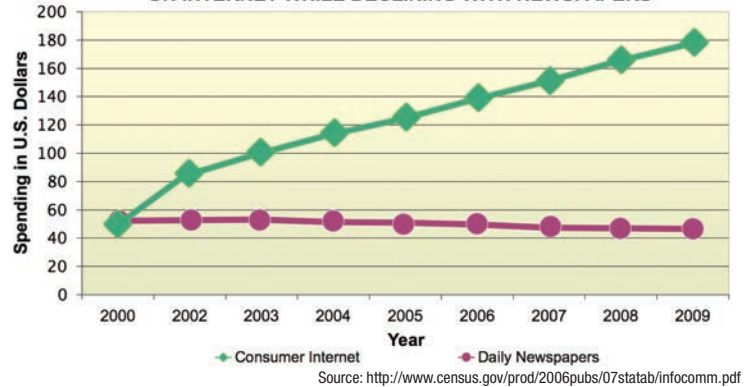
- Extremely targeted and interactive
- Fast-acting, and conveying immediately
- Drives traffic to the store

75% of Customers In-store – Research at microcenter.com First



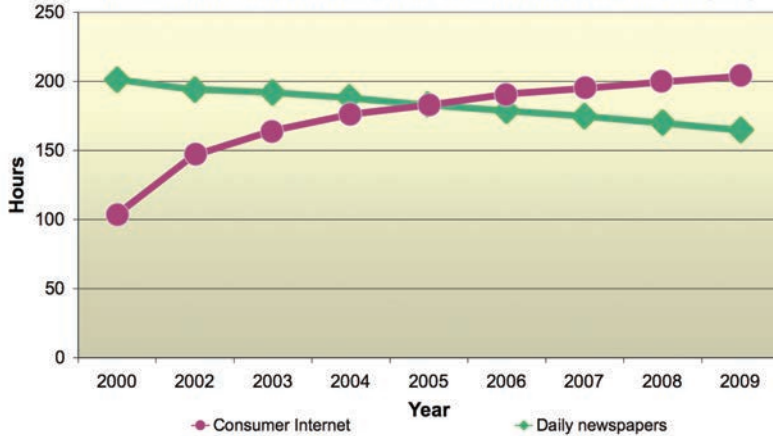
Internet versus Newspapers

ANNUAL U.S. CONSUMER SPENDING PER PERSON GROWS ON INTERNET WHILE DECLINING WITH NEWSPAPERS



Consumer spending driven by the Internet began exceeding spending driven by newspapers in 2001. Since 2000, Internet spending by consumers has more than doubled, while spending generated by newspapers has declined by over 15%.

TIME ON INTERNET EXCEEDS TIME SPENT WITH NEWSPAPERS (U.S.)



Hours spent by U.S. consumers on the Internet surpassed hours spent reading newspapers in 2005. Since 2000, hours spent using the Internet have doubled, while time spent reading newspapers has declined by over 20%.

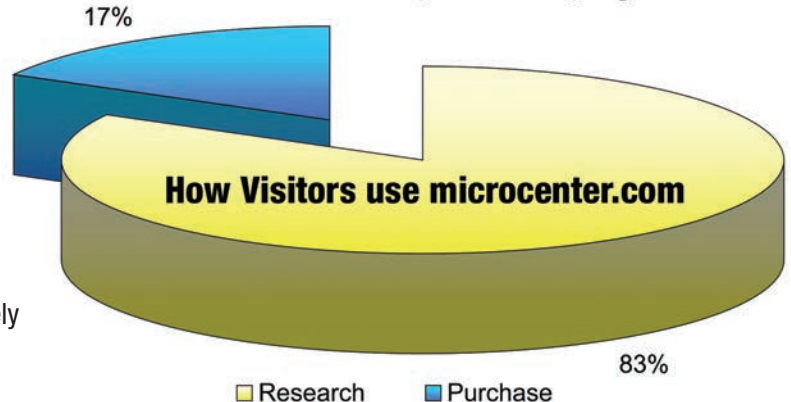
83% of regular microcenter.com visitors use the site primarily for research purposes, searching for:

- Knowledge, how-to's and other content
- Information and specs
- Pricing and local availability
- Easy product comparisons

17% of regular visitors come to the site to place orders, predominately for 18-minute pick-up at the nearest Micro Center.



Influence Customers as They Make Buying Decisions

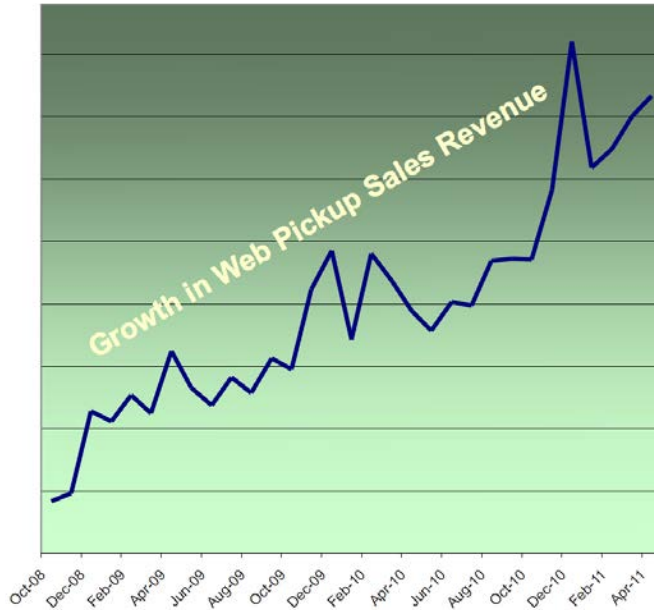


Source: Micro Center internal data, 7/09

- Support the Bricks 'n' Mortar channel
- Drive higher ASPs
- In-store involvement for lower returns

microcenter.com

microcenter.com receives very high customer ratings for its base-of-use, content and "shop local" design. Besides affordability, great visibility and ROI potential, vendor partners can localize others and control their proliferation over the entire web.



microcenter.com

Desktops & Notebook

Reserve online. Pick up in 18.

18 minute PICKUP

1. Choose your Store
2. Shop Hundreds of Items
3. Select In-store Pickup

Your reservation will be ready in just 18 minutes!

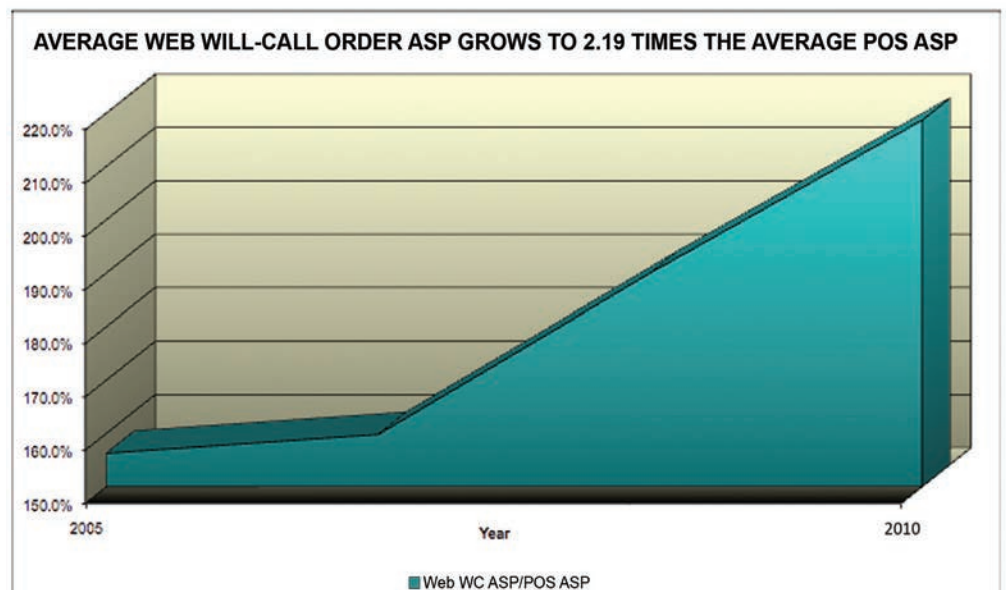
Because customers often want it quick, web pickup's popularity is skyrocketing, and it largely represents incremental sales growth!

Optimized for Local Research and Shopping

- Microcenter.com is Integrated with Micro Center Stores
- Local Store Product Availability
- Flexible Search Results and Landing Pages
- Local In Store Pickup of Web Orders
- Many In-Store Only Product Offers
- Guided navigation by Brand

Increase your ASP by advertising on microcenter.com

Since 2005, the average selling price for microcenter.com will-call orders has increased from 1.56 times the average selling price for POS orders to 2.19 times the average selling price for POS orders.



Source: Micro Center internal data, 2010

- High visibility for brand
- The most visited location
- Easy links to other products from your brand

Home Page Banner Ads

Monthly, Micro Center offers select vendors the opportunity to run banner advertisements on the well-traveled microcenter.com home page.

The screenshot displays the Micro Center website interface. At the top, there's a navigation bar with links for 'SHOPPING CART', 'STORE LOCATIONS', 'IN-STORE PICKUP INFO', 'CUSTOMER SUPPORT', 'REBATE CENTER', and 'CAREERS'. Below this is a search bar and a 'HOT DEAL ALERTS' section. The main content area is divided into several sections:

- Top Banner:** A large green banner for an HP Dual-Core Notebook, featuring an AMD Athlon™ II P340 Dual-Core Processor, a 15.6" High-Definition HP BrightView LED Display, 4GB DDR3 RAM, and a 320GB HD. The price is \$399.99 (REG. \$499.99).
- Product Grid:** A grid of smaller product listings, including:
 - Acer Aspire AS5253-BZ893 Laptop Computer - Mesh Black (\$349.99)
 - Dell Inspiron 580 Desktop Computer (\$579.99)
 - Acer G195W Abd 19" Widescreen LCD Monitor (\$99.99)
 - LG GH22NS50 22X Internal SATA Super Multi DVD Drive OEM (\$17.99)
 - Acer Aspire One AOD255-2256 Netbook Refurbished - Ruby Red (\$199.99)
 - PowerSpec B320 Desktop Computer (\$349.99)
 - eMachines E210HV B 21.5" LCD Monitor (\$109.99)
 - Hitachi X-Series 1TB 3.5" USB 2.0 Desktop External Hard Drive (\$59.99)
 - Dell Inspiron M5030 Laptop Computer - 3D Black (\$199.99)
 - Dell Optiplex GX270 Desktop Computer Off Lease Refurbished (\$349.99)
 - eMachines E230H bd 23" Widescreen LCD Monitor (\$109.99)
 - Tenda 11N Wireless USB Adapter (\$59.99)
- Special Offers:** A 'DEAL OF THE DAY!' section for a Western Digital 1TB Caviar Black + Intel Core™ i7 960 Processor bundle, priced at \$19.99.
- Navigation and Categories:** A sidebar on the left lists various product categories such as 'COMPUTER PARTS', 'ELECTRONICS', 'NETWORKING', and 'ACCESSORIES'. A top navigation bar includes 'REFURBISHED DEALS', 'CLEARANCE', 'HOT AD DEALS', and 'COMPUTERS'.

lenovo
IT'S ENTERTAINMENT IN OVERDRIVE.
The IdeaPad® Z560 is powered by the Intel® Core™ i5 processor with Intel® Turbo Boost Technology for smart performance with a speed boost.

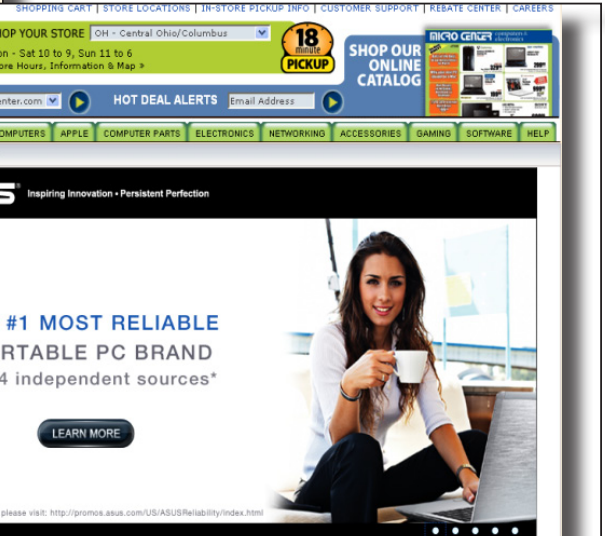
lenovo
IT'S ENTERTAINMENT IN OVERDRIVE.
The IdeaPad® Z560 is powered by the Intel® Core™ i5 processor with Intel® Turbo Boost Technology for smart performance with a speed boost.

iPad
First-Generation iPad
\$399.99 AND UP
SHOP ALL NOW!
Save on Motherboards when you buy Select AMD™ Processors FREE

Availability and Space Limitations

- Select vendors only
- Exclusive offers for each of the many categories shown on the home page
- Offered monthly
- Minimum commitment: one month
- Duration: one month

- Build brand equity
- Support brand loyalty
- Highlights brand benefits



Micro Center offers landing pages where partners can feature their products exclusively on a full page. Landing pages link directly from the product navigation throughout microcenter.com.

Key Benefits

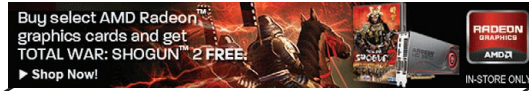
- Increase sales with focused offers
- Allow site visitors to see your hottest offers with just one click from anywhere on microcenter.com

Availability and Space Limitations

- Select vendors only
- Exclusive offers by partner
- Offered quarterly
- Minimum commitment-two quarters
- Duration-Landing page can be updated as frequently as the data feed we send to WebCollage is updated

- High visibility for brand
- Redirect targeted buyers straight to your message
- Easy links to products from your brand

Inside Category Banner Ads



Key Benefits

- Rate offers significant savings versus home page banner ads
- Catch the attention of visitors looking for products within a merchandise category – the way they naturally shop
- Make exclusive offers by category
- Reach thousands of ready-to-buy customers daily



Availability and Space Limitations

- Minimum commitment: one month
- Duration: one month
- Select vendors only
- Exclusive offers by category
- Offered monthly

Inside category banner ads appear on key category pages throughout microcenter.com.

Product Detail Pages

NEW! Special Messaging

Available on product detail pages above or below your specs. Repeat your banner ad and/or include specific product copy to call out special features and help close the sale.



Availability and Space Limitations

- Offered monthly

- Extremely targetable and product-specific
- Leverage ready-to-buy high traffic
- One of your best branding opportunities

Category Navigation Ads

Be there at the point of purchase!



Banner Ads

Ads are specific per category searched, and stay in place throughout customers' search refinements in that category.



Featured Product Positions (up to 3 per category)

Customers using Navigated Search are looking for alternatives to buy. Search engines have proven that products in top positions greatly outperform others listed. And, the Featured Product only loses its position when it's attributes are filtered out by searching customers.

Product Taglines

Extra messaging to call out particular products and offers from others in the listing.

Key Benefits

- Influences customers right at the time they are comparison shopping
- No waste—target only in categories relevant to your brand
- Keeps you at the top position for great visibility
- Reach thousands of Micro Center customers searching categories daily

Availability and Space Limitations

- Select vendors only
- Exclusive offers by category
- Offered monthly

NICRO CENTER
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Email Marketing

Targeted

Personalization

Follow-through

KNOWLEDGE

Execution

Tested

- Proven promotional success
- Rapid results
- An active, responsive audience

Email Continues on a Growth Path of Success

57% of internet users worldwide said they are more apt to buy a product in a store after getting a marketing eMail.

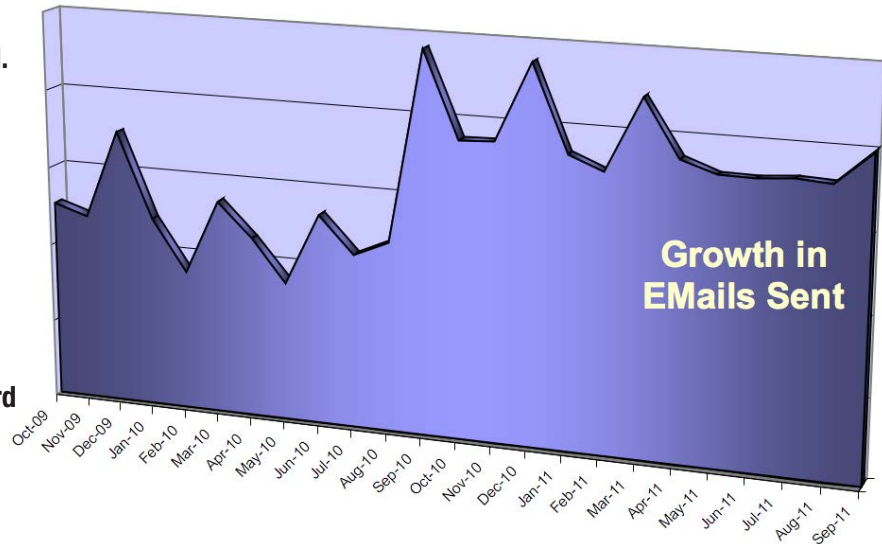
e-Dialog, "Global Perspectives: a Study of Consumer Attitudes to Digital Marketing" 2010

The number of marketing eMails sent by U.S Retailers will grow 63% from 158 billion in 2008 to 258 billion in 2013.

Forrester's US Email Marketing Volume Forecast (2008)

More than half of adults are likely to open an eMail containing promotions or coupons, and 30% would forward such an eMail to others.

Experian Marketing Services – "The 2010 Digital Marketer: Benchmark and Trend Report"



Micro Center offers our Partners several Email Investment Options:

Themed Newsletters



Custom Programs & Special Promotions



Trigger Campaigns



- Targeted customers
- Cost effective
- Increase call to action

Computer Parts Edition

Email Editions/Theme News

Systems

Ensure delivery: add elnews@microcentermail.com to your Address Book | View elnews Update online

STORE LOCATIONS | IN-STORE PICKUP | ONLINE CATALOG

MICRO CENTER computers & electronics

CONNECT NOW: [Facebook] [Twitter] [LinkedIn]

PRICES GOOD 04/29/11 - 05/02/11

TOP 10 NAMEBRAND

OptiPlex GX270 Off Lease Refurbished
 • Intel® Pentium® 4
 • Windows® XP Home
 • 512MB RAM
 • 4GB Hard Drive
 IN-STORE ONLY / Price after instant savings / REG. \$119.99 / 42732

Windows® 7 Home Premium **SAVE \$2**
\$99.99

Presario CQ620E
 • AMD® Athlon™ II 1700
 • Windows® 7 Home Premium
 • 2GB DDR3-1333 SDRAM
 • 300GB Hard Drive
 • SuperMulti DVD Burner
 LIMIT ONE / IN-STORE ONLY / after instant savings / REG. \$329.99 / 197358

Windows 7 Professional **SAVE \$5**
\$279.99

Inspiron 560
 • Intel® Pentium® Dual-Core E5500
 • Windows® 7 Professional
 • 2GB DDR3-1333 RAM
 • 300GB Hard Drive
 • 16x DVD±RW Drive
 LIMIT ONE / IN-STORE ONLY / after instant savings / REG. \$459.99 / 240690

Windows 7 Professional **SAVE \$8**
\$379.99

eNews Update

Refurb & Closeout Edition

Ensure delivery: add elnews@microcentermail.com to your Address Book | View elnews Update online

STORE LOCATIONS | IN-STORE PICKUP | ONLINE CATALOG

MICRO CENTER computers & electronics

CONNECT NOW: [Facebook] [Twitter] [LinkedIn]

PRICES GOOD 04/19/11 - 04/22/11

SPRING INTO REFURB & CLOSEOUT DEALS!

emachines Gateway HP
\$199.99 \$349.99 \$359.99

EL1352G-01W Desktop Refurbished
 • AMD® Sempron™ 145
 • Windows® 7 Home Premium (64-bit)
 • 2GB DDR3 RAM
 • 300GB Hard Drive
 IN-STORE ONLY / Price after instant savings / REG. \$299.99 / 303313

SX2801-01E Desktop Refurbished
 • Intel® Pentium® E5500
 • Windows® 7 Home Premium (64-bit)
 • 6GB DDR3-1333 SDRAM
 • 1TB Hard Drive
 IN-STORE ONLY / Price after instant savings / REG. \$479.99 / 303958

Pavilion P6654Y Desktop Refurbished
 • AMD® Athlon™ II 630
 • Windows® 7 Home Premium (64-bit)
 • 4GB DDR3-1333 SDRAM
 • 750GB Hard Drive
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\$389.99 Pavilion p6710f
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 • 4GB DDR3-1333 SDRAM
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 • SuperMulti DVD Burner
 • 15-in-1 Memory Card Reader
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FINAL 3 DAYS

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Exotic Ruby Red Mini Tower ATX Case w/480W Power Supply
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Computer Cases
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Power Supplies
 CORSAIR, EVGA, GIGABYTE, iFrog, NZXT, Thermaltake, Xigmatek

Micro Center maintains one of the largest active customer email databases in the country. Unlike most other email lists, the vast majority of our email addresses are attached to postal addresses and customer purchase history. This allows us to target specific market segments, resulting in greater response rates.

Micro Center now allows our partners to advertise in email newsletters to our customers. **Up to six ad spots** will be available in each newsletter. Our newsletters reach Build-Your-Own-PC enthusiasts and other segments.

Key Benefits for Our Partners

- Email newsletters let you communicate with carefully targeted customers and prospects to increase sales, drive store traffic and enhance loyalty
- **Extremely** cost-effective
- Weekly email newsletters help you manage your relationships with customers
- Email newsletters build credibility by educating customers and providing additional information on product categories of interest

Availability and Space Limitations

- Audience varies by category and theme; ask your Merchandise Manager
- Minimum commitment: one issue
- Duration: one week

- Targeted customers
- Cost effective
- Increase call to action

Transaction-Initiated (Triggered) Email Campaigns

The most valuable email addresses are those triggered by consumers who have just made a purchase. Micro Center's transaction-initiated email campaigns reach these customers to sell products and services which match recent purchases.

>> Make sure every issue of eNews goes straight to your inbox; [add us to your address book / safe senders list.](#)

Print, Print, Print & Save!

Thank you for your recent inkjet printer purchase!

As a valued customer and eNews subscriber, we're pleased to offer you special **add-on coupon savings** chosen specifically for you. To redeem your in-store coupons, just click, print and visit the closest Micro Center store. Hurry! Your coupons are good only for a limited time.

Print it! Finding the correct cartridge for your printer is easy. Just use our **PrintIT Cartridge Finder!** While you're at the store, don't forget other **printing essentials:** paper, photo paper, labels and project kits.

Save 25% on any one package

Canon Canon printers are renowned for quality and results - especially when using genuine Canon cartridges. There's no time like the present to give your new printer the finest it deserves, so here's a special offer to **save 25%** on any one Canon inkjet package. **Get this Coupon** and redeem it today at your local Micro Center

Save 50% on any one package

Canon Canon printers are renowned for quality and results - especially when using genuine Canon cartridges. There's no time like the present to give your new printer the finest it deserves, so here's a special offer to **save 50%** on any one Canon inkjet package. **Get this Coupon** and redeem it today at your local Micro Center

Save 25% on any one package

EPSON Epson printers are renowned for quality and results - especially when using genuine Epson cartridges. There's no time like the present to give your new printer the finest it deserves, so here's a special offer to **save 25%** on any one Epson inkjet package. **Get this Coupon** and redeem it today at your local Micro Center

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Money-saving coupons chosen just for you! **bonus coupons!**

Thank you for your recent notebook purchase! We thought you'd appreciate these coupons for your new notebook. **Hurry - these are limited-time coupon offers**, so click to print them now!

FEATURED ITEM

\$10 Off All Anti-virus Software [click to print your coupon](#)

FEATURED ITEM

40% Off All Notebook Carrying Cases [click to print your coupon](#)

FEATURED ITEM

20% Off All Microsoft® Mice & Keyboards [click to print your coupon](#)

FEATURED ITEM

10% Off All Microsoft® Office 2010 [click to print your coupon](#)

FEATURED ITEM

10% Off All Printers: Inkjet, Laser, Photo [click to print your coupon](#)

Key Benefits for Our Partners

- These exclusive email campaigns will let you reach proven buyers who are looking for products and services that compliment their latest purchase
- Partners can include recipient-only coupons

Availability and Space Limitations

- Audience varies by product category; ask your Merchandise Manager
- Minimum commitment: Monthly
- Duration: varies by offer

- Showcases comprehensive selections
- Increased sales in key selling seasons
- Comprehensive guides kept longer

Customized Email Campaign

Key Benefits

- Designed to generate increased sales
- Ideal for launching new merchandise and establishing run rates
- An opportunity for partners to stand out and capture more visibility and higher sales
- A chance for less-mainstream products to gain sales and word-of-mouth buzz

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PRICES GOOD 04/14/11 - 04/17/11

PC Systems | Apple Systems | Computer Parts | Electronics | Accessories | Networking
Digital Photography | Refurbished Products | Closeouts | Open Box | Software | Gaming | Books

Microsoft

Windows Live Essentials 2011
Stay in touch and share your world.

Create, Connect and Share with Windows 7 + Windows Live

TOSHIBA Windows 7
Satellite C655-S5127
Intel® Core™ i3-380M Processor
Windows® 7 Home Premium (64-bit)
4GB DDR3 RAM (Expandable to 8GB)
500GB Hard Drive
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\$479⁹⁹
Price after instant savings / 254656
SHOP ALL Micro Center Notebooks »

HP Windows 7
Pavillon p6710f
AMD® Athlon™ II 640 Processor
Windows® 7 Home Premium (64-bit)
4GB DDR3-1333 SDRAM (Expandable to 16GB)
1TB Hard Drive
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SHOP ALL Micro Center Desktops »

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PRICES GOOD 11/26/10 - 11/28/10

PC Systems | Apple Systems | Computer Parts | Electronics | Accessories | Networking
Digital Photography | Refurbished Products | Closeouts | Open Box | Software | Gaming | Books

FRIDAY 8 - 10 • SATURDAY 10 - 9 • SUNDAY 11 - 6

BLACK FRIDAY DEALS!

37 DEALS HERE! SOME OF OUR BEST OFFERS

SEE MORE DEALS! SHOP OUR ONLINE CATALOG

Notebooks	Netbook	Apple**
FRIDAY ONLY!		
G56-127NR	NV7915u	G62-340US
AMD® V-Series V140	Intel® Core™ i3-330M	AMD® Athlon™ II Dual-Core Processor P340
2GB DDR3-RAM	4GB DDR3-1066 RAM	3GB DDR3 RAM
250GB HD; Webcam	500GB HD	320GB HD
\$279.99	\$499.99	\$399.99
LIMIT ONE / IN-STORE ONLY / Price after instant savings / 070748	LIMIT ONE / IN-STORE ONLY / Price after instant savings / 079996	LIMIT ONE / IN-STORE ONLY / Price after instant savings / 946178
Aspire One AOS32h Refurb.	Aspire One AOS32h Refurb.	MacBook® Pro 13.3" MC374LL/A
Intel® Atom™ Processor N450	Intel® Atom™ Processor N450	Intel® Core™ 2 Duo Processor 2.4GHz
1GB DDR2-667 RAM	1GB DDR2-667 RAM	4GB DDR3-1066 RAM
160GB HD	160GB HD	250GB SATA HD
\$199.99	\$199.99	\$1199.99
LIMIT ONE / IN-STORE ONLY / Price after instant savings / 989780, 989798	LIMIT ONE / IN-STORE ONLY / Price after instant savings / 989780, 989798	Price BEFORE \$200 instant savings / LIMIT ONE / IN-STORE ONLY / 656306
**SAVE \$50 - \$300 Instantly on ALL Mac Systems!		
MAC SYSTEMS ARE ALL LIMIT ONE, EXCLUDES CLEARANCE, CLOSEOUTS AND SPECIAL BUYS		
Desktop	LCD Widescreen Monitors	HDTVs

Availability and Space Limitations

- Select partners only
- Four pages or more per eCatalog
- Minimum commitment: one month

Contact your merchandise manager to discuss opportunities

computers & electronics
NICRO CENTER[®]

Agreement
Research
Experience
Support
Longterm Growth

In-Store Materials

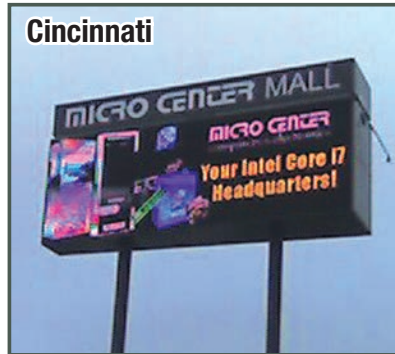
NICRO CENTER
computers & electronics

Custom Programs

Dependability
CAPABILITY
Fulfillment
Results
Analysis Mutual

- **Select markets**
- **Huge visibility, multiple impressions**
- **Immediate response**

Electronic Signage (LED Electronic Billboards)



Digital outdoor advertising using LED Electronic Billboards is rapidly emerging as the medium of choice for cost-effective, high-impact advertising. Micro Center partners can now take advantage of Micro Center's high-resolution LED Electronic Billboards.

Signs are sized and positioned for best highway visibility from within the driver's normal field of view, and are tuned for both day and night readability. Ads run twenty hours per day.

Key Benefits

- **Maximizes Impact** - 94% of people passing digital billboards can recall messaging while only 43% recall static, non-dynamic, billboards (Harris poll)
- **Dynamically Flexible** – perfect for any just-in-time marketing messaging. Our partners can show multiple messages for the same product, or advertise a full-range of products
- **Adaptable Messaging** – use our digital signage for product launches, branding, promotions, special in-store events and more

Store	Location	Nearest Entrance/ Exit Ramps	Average Daily Traffic Count in Vehicles per Day
Micro Center North Jersey	Northern New Jersey/ Paterson	I-80 at NJ 20 N exit	132,000
Micro Center Sharonville	Cincinnati/Sharonville	I-275 at Mosteller Rd. exit	112,000
Micro Center Dallas	Dalla/Richardson	N. Central Expwy at Spring Valley Rd. exit	180,000
Micro Center Houston	Houston/West Loop	West Loop (I-610) at Galleria exit	238,000
From NJDOT, ODOT, TXDOT			

Availability and Space Limitations

- Minimum commitment: two weeks
- Duration: Varies by frequency package

Select Vendor's can participate in this program to provide extra product focus, insure the Vendor's sales messages are brought to customers and other store associates, and that sales continually increase.

Champions are well-qualified with proven Micro Center sales experience and top-notch communication, problem-solving to optimize sales.

What Champions Do

- Merchandise, maintain pricing, demonstrate and sell Vendor's products
- Be responsible for sales goals and communicating Vendor product and promotional messaging
- Assist store staff in ensuring the look and feel of Vendor's merchandising/displays in all store areas
- Train the store sales staff on the latest products, promotions, and solutions
- Assist the Vendor training & education consultant to schedule and communicate trainings, customer seminars and new user courses



What You Invest

- Monthly support funding minimum 6 month commitment;
 - a. Helps offset base compensation/compliance to oversee the specified Vendor's products, pricing, promotion, merchandising, training and display at the store level
 - b. Performance incentive based upon sales improvement of Vendors related-products and month-over-month increases
- Training of product Champion on Vendor's products and solution-selling
- Vendor's demonstration units

What You Get For Your Investment

- Store level sales focus on your entire product line
- Via prescheduled conference calls facilitate direct line of communication from sales floor to vendor
- Tracking of activities at a detail level—number of demonstrations delivered, frequency of training sessions, customer satisfaction scores, display maintenance standards scores, etc.

Availability and Space Limitations

- Available in all Micro Center locations
- Select vendors only as determined by Executive Committee
- Champion is elected by the Store Sales Group



- Real feedback on real problems in a real retail environment
- Specific market testing
- Controllable exposure

Customized Print and Internet Programs

Talk with your Merchandise Manager about your customized needs for Print and Internet advertising, direct mail pieces and emails.

Product Testing and Development

Partner with Micro Center for product testing and development. We can assist with consumer evaluations of new product designs or in determining how to market existing products more successfully.

Key Benefits

- No other retailer reaches a more knowledgeable group of computer enthusiasts
- No other partner can provide you with more valuable feedback on how customers will react to new products
- Stores are in leading test markets from coast-to-coast
- Locations are ideal for both in-store and online tests, whether in one test market or nationwide
- Limit exposure by launching a product in a key test market
- Quick response time
- Quick and actionable feedback
- Real customer testing in real shopping environments

Micro Center offers the following new product development and research services:

Surveys

- Email surveys and reporting on new products and product concepts
- Future availability: Online focus groups, rating panels, and online community responses to new products
- Category surveys, customer preference surveys and other customized product development surveys
- Multiple emails to survey reaction to different pricing, offer, presentation, etc. via e-coupons.
- After-sale surveys and reporting
- Store associate feedback from experienced, knowledgeable sales professionals

Tests via email

- Ad placements for new products within general emails with links and e-coupon response reporting
- Dedicated new product email campaigns with links and response reporting
- New product emails with specific links to E-Catalog and e-coupon response reporting
- Dedicated Trigger campaigns (based on specific new product purchases) and response reporting

Campaign(s) Tests

- Surveys at specific store locations with follow-up reporting
- Comprehensive New Product Campaign reporting
- Couponing and Coupon redemption tracking for price or offer testing
- Sell-through and attachment reporting.

Direct Mail and/or eCatalog Tests

- Ad placements within general Broadsheet and eCatalog and response reporting
- Preferred placements in Broadsheet and eCatalog and response reporting
- Coupons or QR codes on postal pieces with response reporting

computers & electronics
NICRO CENTR[®]

Ability **Integration**

Market-driven

Partnership

Investment

Value

Merchandising

- Store-within-store offers unexcelled visibility
- Consistent brand messaging
- Attention-getting fixtures and overhead signage

Premier Vendor Spaces



Micro Center offers our preferred partners the opportunity with Premier Vendor Spaces to create a store-within-a-store to dominate in-store mindshare and promote unmatched brand consciousness.



Availability and Space Limitations

- Must be approved by executive management

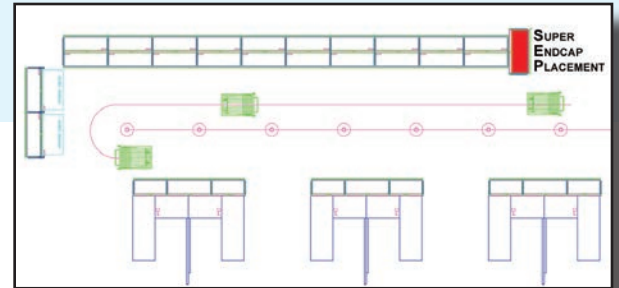
- Increased visibility
- Improved brand awareness
- Controlled messages

Endcaps, In-Line Shelving and Floor Stacks



Front-end inline endcaps appear on the interior side of the Front-end section (the front-end section faces the checkouts) and offer prime display space at the front of the store. Our partners can purchase Front-end Inline Endcaps for one month intervals (not at our North Jersey, Rockville, Columbus or Westmont stores)

In a retail environment, free-standing merchandise racks anchored to the floor are called gondolas; endcaps occur at the both ends of a gondola facing heavy-traffic aisles in the store. Front-end Super Endcaps (center) are an extremely desirable location due to the large amount of floor-traffic passing by them in the front of the store. Our partners can purchase Front-end Super Endcaps for one month intervals (not at our North Jersey or Rockville stores).



Floor Stacks are boxes of products stacked on top of each other to form a square or rectangle of merchandise in an aisle or other high traffic area.

In-Line Endcaps

The entire Micro Center store is merchandised by product category. Many categories are candidates for "In-line" endcaps – that is, endcap merchandising inside the aisle where the category is positioned. Select vendor partners with several SKUs in a category can invest to place their products in preferred positions. This branded grouping and positioning right at the point of purchase can generate significant ROI.

Limitations apply. See your Merchandise Manager for opportunities

Key Benefits

- Front-end Super Endcaps, front-end inline endcaps and floor stacks are ideal for generating impulse buying and increasing visibility of your product
- Our partners can supply their own signage and branding messages and utilize customized endcap headers

Availability and Space Limitations

- Offered monthly
- Minimum commitment: one month
- Duration: one month

- Colorful signs attract attention
- Increased visibility
- Improved product brand and awareness

Large-format Signs: 4-sided POD, Store Entry Posters and Department Posters



Micro Center offers 4-sided Quad-PODs, store-entry posters and department posters to provide exceptional visibility for our partners.



Key Benefits

- Increase visibility for your product, offer or branding campaign
- Enhance customer awareness and broaden visibility to build sales

Availability and Space Limitations

- Minimum commitment: one month
- Duration: one month