



New anniversary sales promotion: All Media Markt stores are celebrating the opening of the world's largest Media Markt flagship-store

**Ingolstadt, 07.05.2009: The “Anniversary of the Year” continues. In May, Media Markt, Germany’s leading consumer electronics retailer, is once again offering its customers an extraordinary sales promotion in celebration of its 30<sup>th</sup> anniversary. This month’s promotion will be dominated by the opening of the largest Media Markt store worldwide, which will be opening on 14 May 2009 in Munich. Under the motto “All Media Markt stores are celebrating the opening of the world’s largest Media Markt store”, all the Media Markt stores in Germany will be offering a variety of top products at sensationally low prices for an entire week starting tomorrow, 8 May. Advertising for the new campaign will be launched on TV and radio throughout Germany today. The media mix will also include an extensive print and Internet campaign, as well as outdoor advertising. Media Markt has engaged the services of the Hamburg-based creative agency kempertrautmann to develop and implement the campaign. The media communications agency Universal McCann is also a partner.**

Not long to wait now: On 14 May 2009, the world's largest Media Markt store will be opening its doors at the “daseinstein” shopping center in Munich-Haidhausen. There has been a Media Markt store at this location since 1998. Over the past few months, the entire shopping center has undergone extensive modernization, which also included significant expansion of the Media Markt store's sales area. This means that the store now boasts the consumer electronics chain's largest sales space.

The current sales promotion is part of the “Anniversary of the Year”



## PRESS RELEASE

that Media Markt launched in January of this year in celebration of its 30<sup>th</sup> anniversary. With a new anniversary offer each month, Germany's leading consumer electronics retailer is amazing its customers with a variety of special offers and campaigns spread over a total of 30 weeks. With the opening of the world's largest Media Markt store in Munich, the company has two reasons to celebrate its anniversary – after all, the very first Media Markt store in the world is also located in Munich.

Media Markt's unique success story started on 24 November 1979 when the first Media Markt store was opened in Munich's "Euroindustriepark" industrial park. This move allowed the company's four founders to make their vision of offering customers a full range of electrical appliances and consumer electronics at consistently low prices under one roof a reality. The concept was a first in the consumer electronics retail sector and also incorporated a high level of customer orientation. Thus, the modern consumer electronics store was born. The concept – an unusual one at the time – proved a resounding success. This success was also due to the company's unusual, decentralized organizational structure, which places great value on flat hierarchies and a high level of personal responsibility.

Today, there are Media Markt stores in 14 European countries, and the company continues to stride along the road to success. There are currently more than 550 Media Markt stores throughout Europe with 233 stores in Germany, making the company Number One in the consumer electronics retail sector in Germany and Europe.

*Printable graphic material is available in the Internet at [www.media-saturn.com](http://www.media-saturn.com) in the Press section.*



## **PRESS RELEASE**

With a net revenue of 5.6 billion euros and a headcount of 14,454 in 2008, Media Markt is Germany's Number One electrical goods retailer. The success enjoyed by the company, which was founded in 1979 and is housed under the roof of Media-Saturn-Holding GmbH, is based on a unique selection of low-priced brand-name products, competent staff, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each general manager is a shareholder in his own store and is thus responsible for the products offered, as well as for pricing, personnel and marketing. At present, Media Markt has 233 stores in Germany and 556 stores in 14 European countries.

Queries should be directed to:

Eva Simmelbauer  
Media Markt Corporate Communications  
Wankelstraße 5  
85046 Ingolstadt  
Germany  
Phone: +49 (841) 634-1111  
Fax: +49 (841) 634-2478  
E-mail: [presse@mediamarkt.de](mailto:presse@mediamarkt.de)