



PRESSEINFORMATION

Premiere in Munich: The largest Media Markt store worldwide opens its doors

Munich, 12.05.2009: Media Markt, Germany and Europe's Number One consumer electronics retailer, will be opening its first flagship store in Munich this week, on Thursday 14 May 2009. The store is a showcase for the company in two regards: It not only offers a sales area of 10,000 square meters and an usually wide range of approximately 100,000 products from the world of technology, but after 15 months of remodeling at the "daseinstein" shopping center, it is now the largest Media Markt store in the world. Highlights include seven studios for consumer electronics as well as a separate "kid's world".

The countdown is on: In two day's time, the "daseinstein" shopping center, situated on the former site of the Stahlgruber Center in Haidhausen, will be inaugurated. The Media Markt store, the shopping center's largest tenant, will be opening its doors in the early hours of the morning, namely at 6 a.m. The company's new flagship store will be setting new standards, with customers finding approximately 100,000 products on three floors. The enormous range of products includes the latest innovations in the sectors consumer electronics, entertainment, new media, telecommunications, cameras, car hifi systems and household appliances.

The concept for the store's layout could also be record breaking. The 130-strong team and the managing store directors, Michael Hren and Maik Landsmann, have created special areas and studios in almost all the departments that cannot yet be found at any other Media Markt store. "It was very important to us that our customers enjoy a unique world of different experiences here that they won't find anywhere else", explains the stores managers with regard to the overall concept.

A true shopping experience for the whole family

The centerpiece of the world's largest Media Markt store is the 1,200-square-meter TV department on the second floor, which comprises a display of about 400 LCD and plasma TVs. Three glassed-in TV studios have also been incorporated into this space. The entertainment electronics section is complemented by three hifi studios as well as a studio for presenting beamers. Located on the same floor is another eye-catching highlight, namely the store's own coffee lounge, where people can relax and enjoy the store's unique ambience.

The third floor is completely dedicated to the sectors new media and entertainment. The sales area for sound carriers and movies alone comprises approximately 1,500 square meters. The games department is no less impressive. A number of generously-proportioned spaces have been created where the various game consoles can be tested at length in a true-to-style ambience. The kid's world is another first for a Media Markt store. This department was designed from an educational point of view and offers entertainment appropriate for the different age groups. This floor is also home to a huge department offering computers and notebooks. The Apple company displays its wide range of products on a sales area measuring approximately 120 square meters.

Last but not least, the household appliance department on the first floor is also well worth a visit. This department also includes a large show kitchen that will be used in the future for events during which top chefs from the region will demonstrate their skills. It also includes a large area where approximately 70 fully-automatic coffee machines are on display, as well as a special area for the company Nespresso. Camera buffs will also find what they are looking for on this floor; the selection of digital cameras, SLR camera, camcorders, camera lenses and accessories is gigantic. Digital photos can be

printed out and photo books, collages and other works of art can be created quickly and simply at special photo terminals.

The world's largest Media Markt store inspires enthusiasm not only because of its enormous selection, but also because of the high level of customer advice and excellent service it offers. The service center offers customers a variety of services including a fast delivery service, an assembly service, an installation service, returns and exchanges, a repair service, financing services and a "PlusGarantie", which extends the warranty period to five years. In addition, the second floor also offers a separate "service world" where customers can obtain information and about new contracts for mobile phones, DSL or pay TV, and where they sign a contract on the spot if they want. In addition, the members of the store's staff have also received special training regarding the energy efficiency of electrical appliances – a service that customers are increasingly demanding and appreciating.

A Media Markt store with a history

Even though the world's largest Media Markt store is now being opened in Munich, the location in Munich-Haidhausen is nothing new for the company and its customers. The consumer electronics store was originally opened in 1998 in what was then the Stahlgruber Center, and it offered 3,000 square meters of space. Even back then a great deal of attention was directed as the store – after all, it was Germany's 100th Media Markt store. In 2004, the store was remodeled for the first time, almost doubling the size of the sales area. 15 months ago, the starting shot was once again fired for full-scale modernization and expansion, making it the biggest Media Markt store worldwide. Michael Hren and Maik Landsmann are particularly pleased by the fact that this event just happens to be taking place in 2009. "After all, Media Markt is celebrating its 30th anniversary this year, and focus is being directed at Munich since this is where the

first Media Markt store was opened three decades ago.”

The now completed remodeling has not only again doubled the amount of sales space; the team at the store has also been increased from 70 employees to approximately 130 to ensure that the high standard of service offered can be maintained.

When the doors of the world’s biggest Media Markt store open for the first time on 14 May 2009, it will be a special moment for everyone, since the entire team has been working together towards this moment for weeks. The range of products has been selected, shelving units have been put up and filled, and demonstration devices have been installed. “We are expecting an onslaught of customers and have, of course, a large number of special offers on hand for the opening”, say the store managers.

With a net revenue of 5.6 billion euros and a headcount of 14,454 in 2008, Media Markt is Germany’s Number One consumer electronics retailer. The company, which was founded in 1979 and is housed under the roof of Media-Saturn-Holding GmbH, is distinguished by its unique selection of brand-name products at rock-bottom prices, expert customer advice, first-class service, distinctive advertising campaign, and its decentralized structure. The manager of every store is, at the same time, a co-partner in that store and as such is responsible for the range of products, pricing, personnel and marketing. There are currently 556 Media Markt stores in 14 countries throughout Europe, with 233 stores in Germany.

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