

Special jubilee financing: Also in June Media Markt is celebrating the “Anniversary of the Year”

Ingolstadt, 28.05.2009: At Media Markt, the number one electrical goods retailer in Germany, also the month of June is characterized by the 30th anniversary which the company is celebrating this year. From today, May 28, 2009, until July 2, 2009 Media Markt offers a 30-month, zero-percent special jubilee financing scheme for all customers. The new offer forms part of the 30-week campaign accompanying the “Anniversary of the Year”. An extensive print, internet and outdoor advertising campaign is launched to this effect today. From next week on the media mix will also be supplemented by TV and radio spots.

Media Markt has been celebrating its 30-year anniversary already since the beginning of the year. Every month, the company surprises its customers with special activities and offers in the framework of this campaign. During the complete month of June the focus will be on the special jubilee financing scheme. During the next five weeks all German Media Markt stores will be offering zero-percent financing options that will allow all customers to fulfill also their bigger wishes because, under this scheme, products from all merchandise categories starting from a sales price of EUR 300 can be financed free of interest over a period of 30 months. The campaign already starts on May 28, 2009 and runs up until and including July 2, 2009.

The unique success story of Media Markt began on November 24, 1979 with the opening of the first Media Markt store in the Euro-Industriepark in Munich. The concept, which was unusual at that time, proved to be a resounding success, also due to the unconventional, decentralized corporate structure that sets great store by lean hierarchies and a high level of individual responsibility. Today, there are Media Markt stores with a sales floor of up to 10,000 square me-

ters in 14 European countries. The company currently operates more than 550 Media Markt stores across Europe and 233 in Germany – which makes it the number one consumer electronics retailer in Germany and in Europe.

Printable graphic material is available in the Internet at www.mediasaturn.com in the Press section.

About Media Markt

Media Markt is Europe'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.

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