

Agenda 2010 now also at Media Markt: To kick off the new year, every tenth purchase is for free

Ingolstadt, 31.12.2009: There has never been anything like it! Media Markt, Germany's Number One consumer electronics retailer, is kicking off the new year with a sensational sales promotion. From Saturday, 2 January 2010, until Saturday, 9 January 2010, at every Media Markt store throughout Germany, every tenth purchase is for free. This is the company's way of launching its new 10-month "Media Markt Agenda 2010" campaign, which will offer customers amazing sales promotions each month.

A customer's chance of shopping at Media Markt and not having to pay anything for their purchases were never so good. For one week starting 2 January 2010, every tenth customer will get their money back and still be able to keep their purchases – regardless of the value of what they have purchased. In its first sensational sales promotion of the new year, the consumer electronics chain promises "Every tenth purchase for free" – and it is keeping its promise.

The way in which the promotion works is simple: Anyone shopping at Media Markt first of all pays for their purchases in the normal way. What is important is that customers keep their receipt. During the sales promotion, a new winning number from zero to nine will be announced each day. This number can be found on every tenth receipt. All receipts are numbered consecutively, and it is this number that is used to determine the winner. The digit in front of the first letter in the receipt number is what could be the winning number. To ensure that every customer finds the right number, an explanation is also provided on the receipt itself.

During the sales promotion, the winning number will be announced every evening at 10:30 p.m. on the website www.mediamarkt.de and under the free hotline number 0800-800 70 60. Anyone finding the winning number in the right place on their receipt will receive their money back, starting the very next day. Customers must present the original receipt within 14 days of the date of purchase at the Media Markt store at which they made their purchases, where they will then receive their money back immediately. All claims must be made within this 14-day period.

This promotion is valid for all products purchased at Media Markt and also includes all purchases made within the framework of the current Agenda 2010 financing offer. The only purchases excluded from this sales promotion are contracts for landlines, mobile phones, GSM and DSL, as well as Media Markt Plus Guarantee, Sky, service and electricity contracts.

Note for TV and picture editors:

TV footage and picture material for the sales promotion can be obtained directly from the Media Markt press office. Further information can be found at <http://www.mediamarkt.de/presse/>.

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 235 stores in Germany and 580 stores in 14 European countries.

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