

**Media Markt's FIFA World Cup 2010 promotion for football experts: The right bet on the World Cup when purchasing a new TV set means savings of up to 100 percent**

**Ingolstadt, 24.05.2010:** The football world championship was never so exciting! Media Markt is causing a sensation shortly before the kick-off of the 2010 FIFA World Cup South Africa™. From 25 to 29 May 2010, Germany's Number One consumer electronics retailer will be offering "free" television sets. During these five days, customers can make a guess as to how far the German national football team will go in the World Cup. If their prediction is right, they can save themselves anywhere from 10 to 100 percent on the purchase price of their TV set. Anyone betting on Germany becoming the world champion will get the full purchase price refunded – provided our team wins the World Cup.

There is already one winner at the 2010 FIFA World Cup South Africa™ and that is the viewers sitting in front of their television sets, who can enjoy picture quality unlike anything seen before. For the first time ever, the football world championship is being broadcast in high definition (HDTV), bringing the atmosphere of the stadium into the living room. It is therefore high time to buy a new television for fans who do not want to miss out. At Media Markt, they now have the opportunity to purchase all the latest models of the leading brands LG, Panasonic, Philips, Toshiba, Samsung and Sony at particularly attractive prices. All they have to do is fill out a play slip, placing an X in the box indicating how they far they think the German national team will go in South Africa. The further the team goes, the more money customers get back, providing they made the right bet: 10 percent if the team makes it to the round of the last sixteen, 15 percent for the quarter final, 20 percent for the semi-final, 25 percent for

the final and a full 100 percent if the German team wins the World Cup.

This means that Media Markt is making the World Cup twice as exciting for its customers. The bolder the bet and the more successful the German national team is, the greater the savings. And if every football fan's dream comes true this summer, Germany will not only be a champion in playing football but also a champion in saving money.

This sales promotion is valid for all television sets from the manufacturers LG, Panasonic, Philips, Toshiba, Samsung and Sony purchased at Media Markt. This includes all televisions from the above-mentioned brands financed within the framework of the current 2010 World Cup special financing offer. Only one play slip can be filled out per purchase. Winning play slips must be redeemed by 31 July 2010 at the latest.

### **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 588 stores in 14 European countries.

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