

Media Markt steps up its efforts: World's biggest World Cup bet

Ingolstadt, 30.06.2010: Buy, bet and get your money back! Media Markt, Germany's Number One electrical goods retailer, now launches the biggest World Cup bet of all times. The offer to all customers: if the German national squad wins the title in the FIFA World Cup South Africa 2010™, then Media Markt will reimburse the full purchase price of a new TV or beamer starting from a merchandise value of € 500. This campaign is only available on Thursday, July 1, 2010 and Friday, July 2, 2010.

The round of the last 16 has been successfully completed and also for the quarter final against Argentina everything points towards a victory. "So far, Jogi Löw's team has shown a sensational performance", said Michael Rook, CEO of Media Markt Germany. "We want to further raise the tension level in terms of whether or not they can now win the title. For this reason we are surprising our customers with an equally sensational campaign during the next two days".

The big "Germany will be World Champion Bet" already starts tomorrow and is only available on July 1 and 2, 2010 in all Media Markt stores in Germany. All customers who purchase a TV or a beamer of any brand with a purchase price starting from € 500 on these two days will automatically participate in the campaign – no extra slip has to be completed. But they should well keep their sales slip because, if the German team succeeds in winning the World Cup, they will be reimbursed the full purchase price for the device upon presentation of the original sales slip. In order not to lose their entitlement to a refund, customers have to present the sales slip at the Media Markt store where they purchased the device latest on 31

August 2010. There, they will promptly receive their purchase price in cash.

This World Cup bet extends to all TV sets and beamers available at the store and purchased during the mentioned campaign period even if the purchase is made taking advantage of the current World Cup 2010 - 0 percent financing offer. An exchange is only possible against a voucher.

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 589 stores in 14 European countries.

Contact:

Media Markt
Corporate Communications
Eva Simmelbauer
Wankelstrasse 5
D-85046 Ingolstadt
Phone: +49 (841) 634-1111
Fax: +49 (841) 634-2478

E-mail: presse@mediamarkt.de