

**Best Buy Retains CFI Group to Analyze
Customer Loyalty and Satisfaction**

***CFI Group Work to Provide Analyses, Measurement and
Recommended Action Plan***

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CFI Group (www.cfigroup.com), an international consulting firm, has been selected by Best Buy Corporation to manage its customer loyalty and satisfaction program. CFI Group will provide Best Buy, the market-leading, U.S.-based consumer goods retailer and service provider, with measurement and analyses of customer satisfaction as well as recommended action plans resulting from those findings.

“Best Buy has built a potent business model that is grounded in understanding customer needs,” explained Clayton Wilhite, CFI Group Worldwide managing partner. “CFI Group specializes in providing its clients with precise diagnostic information to make the best decisions about strengthening their customer relationships. In a highly competitive market where margins are continually tightened, a keen understanding of customer relationships enables companies like Best Buy to gain a distinct advantage in all areas of its business, from operations to marketing to sales support.”

"CFI Group will help Best Buy go where we want to go as a company," Dave Sommers, Best Buy's vice president of enterprise research and analysis added, "by providing actionable insights to our stores, linkages to key metrics, and a more holistic understanding of the customer experience across multiple channels."

In addition to Best Buy, other selected CFI Group clients include ServiceMaster, Domino's, Yahoo!, UPS, the Federal Government, BellSouth, Vodafone and BT.

CFI Group conducts its measurement consulting practice worldwide, through 12 offices on four continents. Launched in 1988 by University of Michigan professor Claes Fornell, CFI Group is headquartered in Ann Arbor, Michigan. It uses rigorous measurement science to diagnose its clients' customer relationships, resulting in exacting advice on actions that strengthen these relationships and improve the clients' overall financial performance. The CFI Group methodology is used as the basis for calculating the American Customer Satisfaction Index (ACSI) via the Ross School of Business at the University of Michigan. It is the leading consumer measure of satisfaction with the nation's 200 best-selling products and services.

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