

# GEEK SQUAD (BEST BUY) CANADA ACQUIRES PC LIFEBOAT IN AN EFFORT TO EXPAND SERVICE OFFERING TO QUEBEC

## *North American leader of computer-related services acquires entrepreneurial computer consultancy PC Lifeboat in Montreal*

**Montreal, Quebec (August 26, 2005)** – Geek Squad (Canada), a subsidiary of Best Buy Co. Inc. (NYSE: BBY), announced today that it will be expanding its operations into downtown Montreal via the acquisition of the computer consultancy PC Lifeboat.

Over the past year, PC Lifeboat has become a notable retail presence in the downtown Montreal area. With an average of 80 regular high-end consumer and business related clients serviced weekly, the company is known to locals for its accessible and quality tutoring.

The Founder of PC Lifeboat, Matt Belitsky, says clients should view this as an opportunity to expand their computer proficiency. "I have no doubt that our clients will continue to receive premium service and support as they have come to expect from PC Lifeboat."

At time of publish, all PC Lifeboat clients have been made aware of the acquisition details and individually contacted about the migration procedure. All clients are scheduled to be transitioned from PC Lifeboat to Geek Squad by September 1, 2005.

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### **ABOUT PC LIFEBOAT**

PC Lifeboat, founded in 1999, is an entrepreneurial computer consultancy servicing English and French speaking clients in Montreal's downtown epicenter. The company's core focus is tutoring novice to intermediate users on the computer in planned one-hour sessions. Our seasoned tutors are able to comfortably and knowledgably assist clients using non-tech speak. Sessions range from basic computing to advanced image editing and financial modeling seminars.

<http://www.droptheanchor.com>

### **ABOUT GEEK SQUAD (CANADA)**

Geek Squad, founded in 1994, is a support task force focusing on computer training and repair. Geek Squad began Canadian operations in October 2004. Operated out of Vancouver, British Columbia, the company has Agents stationed around the country whose sole purpose is to systematically root out computer problems and offer technological guidance to all civilians.

<http://www.geeksquad.ca> or 1 800 GEEK SQUAD (1 800 433 5778)

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