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BEST BUY® and Memorial Health System Announce Alliance

South Bend, Indiana – Today, Best Buy Corporation announced a strategic alliance partnership with Memorial Health System, South Bend, Indiana to test a new retail concept where hospital gift shops have a limited selection of Best Buy products to assist those visiting a hospital.

The first-ever BEST BUY QUICK PICKS™ display will be unveiled today at Memorial Hospital of South Bend's Cottage Place Gift Shop. Memorial Vice President, Diane Stover stated, "Life doesn't stop for any of us when a loved one is in the hospital, and as our world becomes more electronically connected, patients and visitors are often in need of items to help them stay connected. We developed this project prototype as a way to make it convenient for visitors, staff and patients to get things they need. This new model helps to enhance the overall experience and generate new revenue for our organization."

The partnership involves an arrangement where Best Buy will supply a selection of products for sale within the gift shop and the hospital will retain a percentage of the revenue generated. Typical items will include phone chargers, digital cameras, data cards, sound canceling earphones, etc. Joe Weiss, Best Buy Account Manager for Indiana has worked with Memorial on the project and said, "When Memorial suggested the idea we thought it had merit. We hope this test will lead to a nation-wide program that will help make things a bit easier for families with loved ones in the hospital."

Memorial Hospital of South Bend is a 526 bed hospital founded in 1894 with 3,600 employees serving southern Michigan and northern Indiana. Memorial is a not-for-profit, community owned organization and was named the Most Innovative Hospital in the U. S. by Fierce Healthcare in 2007. Best Buy Corporation out of Minneapolis, Minnesota is one of the largest electronics retailers in the world with more than 150,000 employees and 1,100 stores.

Over the next six months, the concept will be reviewed for possible expansion. Hospital gift shops interested in being considered for a Best Buy Quick Picks center in the future should contact Memorial at 574-647-3236.

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