

FOR IMMEDIATE RELEASE

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BDS MARKETING, INC. NAMED A BEST BUY PREFERRED PROVIDER

Irvine, CA – (June 1, 2010) BDS Marketing Inc. (**bds mktg**) has been selected as a new partner in Best Buy's Preferred Provider program. As of today, **bds** is authorized to execute all in-store services in accordance with Best Buy's updated program guidelines, located at www.extendingthereach.com.

Best Buy recently completed a comprehensive evaluation of their Preferred Provider program. As part of a revised strategy and shift in focus for in-store activities, **bds** was identified as uniquely positioned to activate this new focus. As part of the evaluation process, Best Buy conducted site visits with potential providers. "As guests in Best Buy stores, we thought it was critical for Best Buy to be exposed to our total talent base – from executive management to client service teams to infrastructure and, most importantly, our field organization," said Mark Dean, CEO and founder of **bds**. "At **bds**, we know it's our people that make the difference on the retail floor. We're excited about our new partnership with Best Buy and the opportunity to be active on their sales floors. "

Best Buy's Preferred Providers play a unique role in the customer experience. As a direct extension of the supplier on the sales floor, companies like **bds** are directly interacting with customers and sales associates, requiring tight alignment with Best Buy's brand, sales objectives and processes.

"Collaboration between Best Buy, our clients and **bds** as a Preferred Provider will be a critical piece of our new partnership with Best Buy," said Aimee Mazingo, SVP of Account Strategy. "We'll be working closely with our client partners and Best Buy to jointly develop programs and maximize opportunities for all parties. In doing so, we'll also deliver the best possible customer experience."



For more information on **bds'** Best Buy Preferred Provider status, Aimee Mozingo may be reached at aimee.mozingo@bdsmktg.com or 949.472.6700 x1114.

About BDS Marketing Inc.

BDS Marketing Inc. is a retail marketing agency driven by the power of their people. From designing shopper experiences to hands-on retail execution, **bds** dynamically manages touchpoints to promote your brand, empower sales associates and turn the retail environment to your advantage.

Their national network of high performance teams offers Go-to-Retail Consulting, Street IntelligenceSM, Learning Development, Brand Representation, Performance Selling, Training, Assisted Sales & Events, and Merchandising services. **bds** provides brand insights and generates sell-through for clients such as Canon, Dell, FedEx Office, Hoover, Ingersoll Rand, Levi Strauss, Motorola, Time Warner Cable, and Toshiba. **bds** is based in Irvine, California and has been operating with excellence since 1984. For more information, visit www.bdsmktg.com.

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