



SAN DIEGO CITY SCHOOLS

EUGENE BRUCKER EDUCATION CENTER
4100 Normal Street, San Diego, CA 92103-2682

Phone: (619) 725-5598
Fax: (619) 725-5576

Media Contact: Music McCall

NEWS RELEASE

Tuesday, January 31, 2006

WILSON MIDDLE SCHOOL RECEIVES \$2,500 BEST BUY TE@CH AWARD FOR INNOVATIVE USE OF TECHNOLOGY IN THE CLASSROOM

School selected from more than 7,000 applicants nationwide

SAN DIEGO – Wilson Middle School, a middle school in the mid-city area, has received a 2006 Best Buy Te@ch award worth \$2,500 for demonstrating innovative use of technology to improve students' classroom experience. The school plans to purchase three digital video cameras with the grant funds.

"We're very excited to have won this award," said Principal Bernadette Nguyen. "I'm thankful for this chance to enhance the learning opportunities available to our students."

This year, the Wilson staff has worked to introduce video production skills to 7th and 8th grade students. During their computer labs, students have been learning iMovie, a video editing program, and working with their teachers to produce a video related to their literacy curriculum.

"Students will use these digital video cameras throughout the day to film and capture their footage to tell their stories," said Wilson Middle School Teacher Linda Won. "Our broadcast students will also use these cameras, making them able to produce their weekly news show more efficiently."

The Best Buy Co., Inc. Te@ch awards are given to schools across the country for demonstrating how technology is used to make learning fun for students. Each winning school may use the Te@ch award to purchase additional consumer electronics technology at Best Buy to extend, expand, or enhance current and future classroom curricula. A list of all Te@ch award-winning schools can be found at www.BestBuy.com/teach.

-more-

Thousands of schools across the country applied, making the selection process highly competitive. The best of those applications were selected to receive Best Buy Te@ch awards. In the San Diego City Schools district, five schools received Te@ch awards.

“Schools in California are creating exciting and valuable educational experiences through the use of interactive technology in classrooms – the applications we received this year for Te@ch demonstrate that,” said Paula Prah, vice president, public affairs, Best Buy. “Te@ch is designed to engage students in the learning process by using interactive technology to make learning fun. We firmly believe that technology can excite and engage students in the learning process, creating more valuable education experiences over time.”

Applications were accepted from July through September 2005; all accredited, public and private nonprofit elementary, middle and secondary schools located within 50 miles of a U.S. Best Buy store were eligible. For details about the 2007 Te@ch awards, please visit www.BestBuy.com/teach in summer 2006.

###

About Wilson Middle School

Wilson Middle School features award-winning teachers and resource centers equipped with current curricular materials. The school's mission is to provide a positive, integrated, and student-centered program to ease the transition from elementary to high school. The school is focused on academic achievement, social skills, and discipline. Staff encourages students to become literate, thinking individuals with strong self-esteem and multicultural sensitivity. Students, staff, and parents continue to focus on improving students' academic achievement in all areas.

About San Diego City Schools

Serving more than 135,000 students, San Diego City Schools (SDCS) is the second largest school district in California, with 200 educational facilities and more than 14,500 full-time equivalent positions (representing more than 18,800 employees). The district is committed to accelerating gains in student performance, supporting schools and enhancing the classroom learning environment through modernized facilities and resources. SDCS also seeks to strengthen parent, community and higher education support of the educational process.

About Best Buy Co., Inc.

Best Buy Co., Inc. (NYSE: BBY) is an innovative Fortune 100 growth company that continually strives to create superior customer experiences. Through more than 930 retail stores across the United States and in Canada, employees connect customers with technology and entertainment products and services that make life easier and more fun. Best Buy sells consumer electronics, home-office products, entertainment software, appliances and related services. The Minneapolis-based company's operations include: Best Buy (BestBuy.com and BestBuy.ca), Future Shop (FutureShop.ca), Geek Squad (GeekSquad.com and GeekSquad.ca) and Magnolia Audio Video (Magnoliaav.com). Best Buy supports our communities through employee volunteerism and grants from The Best Buy Children's Foundation. For more information about Best Buy's community relations efforts, visit www.BestBuy.com/CommunityRelations.