**\*\*\* MEDIA ALERT \*\*\* MEDIA ALERT \*\*\* MEDIA ALERT \*\*\***

**Microsoft Opens Florida’s Fifth Full Line Retail Store at Aventura Mall**

*Macklemore & Ryan Lewis Help Kick Off Opening Weekend*

**WHEN:** 10:30 a.m. EDT, Thursday, May 29

**WHERE:**  19575 Biscayne Blvd., Aventura, FL 33180

**WHAT:** **Microsoft retail store doors will open at Aventura Mall** on Thursday, May 29 at 11 a.m., after a ribbon cutting ceremony led by Hernán Rincón, Corporate Vice President of Microsoft Latin America. Rincón will present $1 million in software grants to local community organizations United Way of Miami-Dade, The Arc of South Florida, Michael-Ann Russell Jewish Community Center and Girl Scout Council of Tropical Florida.

**This marks Microsoft’s fifth full line retail store in Florida, and 93rd retail store across the U.S., Canada and Puerto Rico.** As part of the grand opening activities, Microsoft is sponsoring a special performance by Grammy award-winning **Macklemore & Ryan Lewis** near Microsoft at the Parking Lot near Macy’s at Aventura Mall on Saturday, May 31.

Customers should arrive early to the grand opening ceremonies on Thursday for a chance to win giveaways and receive free tickets to the special performance by Macklemore & Ryan Lewis that Saturday.

Microsoft continues to expand its existing retail footprint in the U.S. to deliver a premium retail experience that is entertaining and educational and gives customers choice, value and service with their technology purchases.

If you are interested in attending the grand opening, please plan to arrive around 10–10:15 a.m. as the ribbon cutting ceremony will begin around 10:30 a.m.

*\*\*Please note there will be no media access to the special performance by Macklemore & Ryan Lewis on Thursday.\*\**

B-roll of past store openings are available for download from Microsoft News Center: [http://www.microsoft.com/presspass/presskits/retailstores](http://www.microsoft.com/presspass/presskits/retailstores/).

**Media Highlights for Microsoft Retail Store Grand Opening**

**Wednesday, May 28**

**9–11 a.m. EDT – Preview Tours**. Special sneak peek inside the store the day before it opens to capture photos, b-roll and to interview the local store manager.

**Thursday, May 29**

**10:30–11 a.m. EDT – Grand Opening Ceremony.**Join Microsoft’s Hernán Rincón for a ribbon-cutting ceremony where he will present $1 million in software grants.

**11 a.m. EDT – Doors open!** **Microsoft plans a full day of celebration.** Microsoft will host giveaways, provide free Macklemore & Ryan Lewis concert tickets and customers can take advantage of great deals on PCs, Windows Phones, Xbox releases and more.

**Saturday, May 31**

**Noon EDT — Gates open for special performance by Macklemore & Ryan Lewis.** Customers who come to the Grand Opening Ceremonies early on Thursday morning have a chance to receive free tickets to the special performance later that day.

**For more information** about Microsoft retail stores or to make arrangements for an interview and tour, please contact Shannon Chiger: Shannon.Chiger@edelman.com, 212-642-7754

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