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

**Microsoft to Open Retail Stores with Sports Star Guests in November**

*Jim Kelly, Shaquille O’Neal and Stephen Strasburg Join Microsoft at Grand Opening Celebrations*

**WHEN & WHERE:**

* **Destiny USA** (9090 Destiny USA Drive, Syracuse, NY 13204 – Located on the second level, near the Food Court):
	+ Ribbon Cutting Ceremony: 10:30 a.m. EDT on Thursday, Nov. 13
	+ Special appearance by football star Jim Kelly: 5 p.m. EDT on Friday, Nov. 14\*\*
* **Lakeside Shopping Center** (3301 Veterans Memorial Blvd, Metairie, LA 70002 – Located in the Dillards wing):
	+ Ribbon Cutting Ceremony: 10:30 a.m. CDT on Friday, Nov. 14
	+ Xbox One Event with basketball star Shaquille O’Neal: 2 p.m. CDT on Saturday, Nov. 15\*\*
* **Westfield Montgomery Mall** (7101 Democracy Blvd Bethesda, MD 20817 – Located on the second level, near Macy’s):
	+ Ribbon Cutting Ceremony: 10:30 a.m. EDT on Saturday, Nov. 22
	+ Xbox One Event with baseball star Stephen Strasburg: 4 p.m. EDT on Saturday, Nov. 22\*\*

*\*\*Customers can only obtain tickets to meet the sports star guests by attending the respective Microsoft grand opening ribbon cutting ceremony.*

**WHAT:** Microsoft will open its doors at Destiny USA on Thursday, Nov. 13, Lakeside Shopping Center on Friday, Nov. 14 and Westfield Montgomery Mall on Saturday, Nov. 22. Each grand opening will feature a ribbon-cutting ceremony and presentation of technology grants to local community organizations at each store.

Microsoft retail stores are committed to delivering outstanding choice, value and service for each customer, featuring an assortment of best-in-class products, including Windows 8.1 PCs, Surface Pro 3, Windows Phones, Xbox One, Office and more.

As part of the grand opening activities, Microsoft will host **Xbox One events with sports star appearances** **by Jim Kelly, Shaquille O’Neal and Stephen Strasburg!** The sports star guestswill help Microsoft celebrate as the company opens its doors, and some lucky fans will get a chance to meet and play Xbox One with the star athletes. The first 200 people in line for the ribbon cutting ceremony at grand opening events at each mall will receive a ticket.

**Attendees at each new store opening will also be able to purchase a Toshiba Encore 8-inch 32GB tablet for just $99 or an Xbox 360 for only $99. This offer is limited to one per customer while supplies last.**

In 2009, Microsoft Corp. opened its first Microsoft retail store in Scottsdale, Ariz. Since then, Microsoft has opened 104 retail locations and welcomed more than 400 million customers to its full line, specialty and online Microsoft retail store properties in 189 countries worldwide. Microsoft Stores feature an assortment of best-in-class products, including Windows 8.1 PCs, tablets, Windows Phones, Xbox One, Microsoft Office 365 and more. Customers also receive end-to-end service with an Answer Desk and knowledgeable staff to answer questions, make recommendations, and help with PC setups and other services, so they can walk out the door with a product that’s ready to run.

Fact sheet and assets from store openings are available for download from Microsoft News Center: [http://www.microsoft.com/presspass/presskits/retailstores](http://www.microsoft.com/presspass/presskits/retailstores/)

**For more information** about Microsoft retail stores or to make arrangements for an interview, please contact microsoftstorepress@assemblyinc.com.

**Media Highlights for Microsoft Store Grand Opening**

**Media Preview Tours**

* **Destiny USA:** Wednesday, Nov. 12
* **Lakeside Shopping Center:** Thursday, Nov. 13
* **Westfield Montgomery Mall:** Friday, Nov. 21

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

**Grand Opening Details**

* **Destiny USA:** Thursday, Nov. 13
* **Lakeside Shopping Center:** Friday, Nov. 14
* **Westfield Montgomery Mall:** Saturday, Nov. 22

**10:30 a.m. – Grand Opening Ceremony.**Join Microsoft for a ribbon-cutting ceremony where technology grants will be presented to local community organizations. In addition, the first 200 people in line at each store opening will receive a ticket to meet their favorite sports star.

**11 a.m. – Doors open for a full day of celebration.** Microsoft will host giveaways and customers can take advantage of great deals on PCs, tablets, Windows Phones, Xbox releases and more.

**Xbox One Event with Sports Talent.** Customers who receive a ticket by attending the Microsoft opening in each city can come meet and get a chance to play Xbox One with star athletes.

* **Destiny USA:** Friday, Nov. 14 (5-7 p.m.): Special appearance by football star Jim Kelly
* **Lakeside Shopping Center:** Saturday, Nov. 15 (2-4 p.m.): Basketball star Shaquille O’Neal
* **Westfield Montgomery Mall:** Saturday, Nov. 22 (4-6 p.m.): Baseball star Stephen Strasburg

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