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

**Microsoft to Open Second Retail Store in Louisiana at**

**Lakeside Shopping Center**

**WHEN:**  10:30 a.m. CST on Friday, Nov. 14

**WHERE:**  3301 Veterans Memorial Blvd., Metairie, LA 70002 (Dillards Wing)

**WHAT:** Microsoft retail stores will open its doors at Lakeside Shopping Center on Friday, Nov. 14 at 11 a.m., after a ribbon-cutting ceremony. The Lakeside Shopping Center Microsoft retail store will be 1,081 square feet (sales floor only) and marks Microsoft’s second retail store in Louisiana.

Microsoft is expanding 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.

Microsoft Stores offer 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.

In 2009, Microsoft Corp. opened its first Microsoft retail store in Scottsdale, Ariz. Since then, Microsoft has opened more than 103 retail locations and welcomed more than 400 million customers to its full line, specialty and online Microsoft retail store properties in more than 200 markets worldwide.

Additional resources and B-roll of past store openings are available for download from Microsoft News Center: <http://www.microsoft.com/presspass/presskits/retailstores> or visit [MicrosoftStore.com](http://www.microsoftstore.com) for more information.

**For more information** about Microsoft retail stores or to make arrangements for an interview, please contact Reid Schwartz, reid.schwartz@edelman.com, 832-651-9919.

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