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

**Microsoft to Open Eighth Florida Store at**

**The Mall at University Town Center**

*Derrick Brooks Joins Microsoft at Grand Opening Celebrations*

**WHEN:** Ribbon Cutting Ceremony: 10:30 a.m. EDT on Thursday, June 11

Xbox One Event with Football star and NFL hall of famer Derrick Brooks: 6 p.m. EDT on Thursday, June 11

**WHERE:** The Mall at University Town Center (140 University Town Center Drive, Sarasota, FL 34243 – Lower Level near Grand Court)

**WHAT:** Microsoft will open its doors at The Mall at University Town Center on Thursday, June 11 at 11 a.m. EDT, after a **ribbon-cutting ceremony and** **presentation of nearly $1 million in technology grants to six local community organizations**, including MOTE Marine Laboratory & Aquarium, Big Brothers Big Sisters of the Sun Coast, Girls Inc. of Sarasota County, Girl Scouts of Gulfcoast Florida, Manatee Community Action Agency and Children First.

As part of the grand opening activities, Microsoft will host an **Xbox One event with Football star and NFL hall of famer Derrick Brooks** who will join attendees in the store to play Xbox One with lucky fans on Thursday, June 11. The first 200 people in line for the ribbon cutting ceremony at 10:30 a.m. that morning will receive a ticket to the Xbox One event. Fans can begin lining up outside at the Main East Mall Entrance near Kona Grill and Burger & Beer Joint at 10 p.m. EDT on Wednesday, June 10.

**Attendees will also be able to take advantage of product offers including one-day-only deals:** [**Dell Inspiron 15**](http://www.microsoftstore.com/store/msusa/en_US/pdp/Dell-Inspiron-15-i5548-1670SLV-Signature-Edition-Laptop/productID.316334000) **for $399 and** [**HP Stream 7**](http://www.microsoftstore.com/store/msusa/en_US/pdp/HP-Stream-7-Signature-Edition-Tablet/productID.308781500) **for $49. These offers are limited to one per customer and while supplies last.**

The Mall at University Town Center store will be 2,095 square feet (sales floor only) and marks Microsoft’s eighth store in Florida.Microsoft stores are committed to delivering outstanding choice, value and service for each customer, featuring an assortment of best-in-class products, including Windows 8 PCs, Surface devices, Windows Phones, Xbox One, Office, Microsoft Band and more. Our knowledgeable and friendly staff is on hand to answer questions, make recommendations, help with setups and provide tech support.

We are committed to being part of the fabric of the local communities in which we operate, ranging from regular volunteer hours, to giving away millions of dollars in technology grants to community organizations, to creating free programming, classes and workshops in the stores.

In 2009, Microsoft Corp. opened its first Microsoft store in Scottsdale, Ariz. Since then, Microsoft has opened 112 retail locations across the U.S., Canada and Puerto Rico and welcomed more than 800 million customers to its full line, specialty and online Microsoft store properties in 189 markets.

Fact sheet and assets from 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/)

**For more information** about Microsoft stores or to make arrangements for an interview, please contact [microsoftstorepress@assemblyinc.com](mailto:microsoftstorepress@assemblyinc.com).

**Media Highlights for Microsoft Store Grand Opening**

**Media Preview Tour**

**Wednesday, June 10**

**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 the store manager.

**Grand Opening Details**

**Thursday, June 11**

**9:30-10:30 a.m. – Check In.** Press arrive to receive credentials and make their way to press viewing area

**10:30 a.m. – Grand Opening Ceremony.** Join Microsoft for a ribbon-cutting ceremony where nearly $1 million in technology grants will be presented to six local community organizations. In addition, the first 200 people in line at the store opening will receive a ticket to meet football star and NFL hall of famer Derrick Brooks.

**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 Football Star and NFL Hall of Famer Derrick Brooks**

**Thursday, June 11**

**6-8 p.m.** – Customers who receive a ticket by attending the grand opening of Microsoft at The Mall at University Town Center can meet and get a chance to play Xbox One with NFL Hall of Famer Derrick Brooks. To obtain a ticket, customers must be one of the first 200 to attend the grand opening at 10:30 a.m. that morning. Interviews available on request.

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