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

**Kelly Clarkson to Perform at the Grand Opening of the New Microsoft Retail Store at SouthPark**

**WHEN:** Ribbon Cutting Ceremony: 10:30 a.m. EDT on Saturday, Oct. 18

 Concert: 4 p.m. EDT on Sunday, Oct. 19

**WHERE:** Microsoft Store: 4400 Sharon, Charlotte, NC 28211 (Located in the Nordstrom wing)

 Concert: 4400 Sharon Road, Charlotte, NC 28211 (Symphony Park)

**WHAT:** In celebration of the opening of Microsoft’s retail store at SouthPark, **Microsoft is sponsoring a special performance by Kelly Clarkson on Sunday, Oct. 19.** Customers who come to the Microsoft store grand opening ceremonies at 10:30 a.m. on Saturday, Oct. 18 have a chance to receive a pair of tickets to the special performance on Sunday. The first 1,500 people in line for the ribbon cutting ceremony will receive a pair of tickets to see Kelly Clarkson perform live and a chance to win a Meet & Greet with Kelly (100 spots available).

The SouthPark retail store will be 2,261 square feet (sales floor only) and marks Microsoft’s second retail store in North Carolina. 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 100 retail locations and welcomed 400 million customers to our full line, specialty and online Microsoft retail store properties in more than 200 markets worldwide.

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/)

**For more information** about Microsoft retail stores or to make arrangements for an interview, please contact Nick Schubert, nicholas.schubert@edelman.com, (404) 832-6359.

*\*\*Please note there will be no media access to the special performance by Kelly Clarkson on Sunday\*\**

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

**Friday, Oct. 17**

**9 – 11 a.m. EDT – 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.

**Saturday, Oct. 18**

**10:30 a.m. EDT – Ribbon Cutting Ceremony.**Join Microsoft for a ribbon cutting ceremony where we will present software grants to local community organizations. In addition, the first 1,500 people in line, at minimum, will receive a pair of tickets to see a special performance by Kelly Clarkson and a chance to win a Meet & Greet with Kelly (100 spots available).

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

**Sunday, Oct. 19**

**12 p.m. EDT — Lines open at Symphony Park.**

**2 p.m. EDT — Gates open for a special performance by Kelly Clarkson.** Ticket holders will be allowed to enter Symphony Park, standing room only. Customers who come to the Grand Opening Ceremonies early on Saturday morning have a chance to receive free tickets to the performance on Sunday.

**4 p.m. EDT – Kelly Clarkson concert begins!**

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