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

**Microsoft to Open Eighth Retail Store in Canada at**

**Toronto Eaton Centre**

**WHEN:**  10:30 a.m. ET on Thursday, Nov. 20

**WHERE:** 220 Yonge St, Toronto, ON M5B 2H1, Canada (Level 1, across from Express)

**WHAT:** Microsoft retail stores will open its doors at Toronto Eaton Centre on Thursday, Nov. 20 at 11 a.m., after a ribbon-cutting ceremony and presentation of up to $1 million in software grants to local community organizations, including Ontario Science Center, Youth Employment Services, Ladies Learning Code, and Youth Assisting Youth.

As part of the grand opening activities, Microsoft is hosting **an Xbox One event with hockey star Tie Domi** who will be joining attendees in the store and playing Xbox One with lucky fans on Thursday, Nov. 20. The first 200 people in line for the ribbon cutting ceremony at 10:30 a.m. on Thursday, Nov. 20 will receive a ticket.

**Attendees will be able to purchase a Dell Venue 8 Pro 32 GB for just $99 or an Xbox 360 for only $99. This offer is limited to one per customer while supplies last.**

**This marks Microsoft’s ninth retail store in Canada, and 109th across the U.S., Canada and Puerto Rico.** 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 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.

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 Retail Store Grand Opening**

**Wednesday, Nov. 19**

**9-11 a.m. ET – 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.

**Thursday, Nov. 20**

**10:30 a.m. ET – Grand Opening Ceremony.**Join Microsoft for a ribbon-cutting ceremony where software grants will be presented to local community organizations. In addition, the first 200 people in line will receive a ticket to meet and play Xbox One with hockey star Tie Domi.

**11 a.m. ET – 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.

**6 p.m. ET —Xbox One event with hockey star Tie Domi.** Customers who receive a ticket by attending the Microsoft opening earlier that day can come meet hockey star Tie Domi and get a chance to play Xbox One with the athlete.

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