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

**Microsoft to Open 12th Retail Store at Westfield Topanga in California**

**WHEN:**  10:30 a.m. PT on Saturday, Sept. 20

**WHERE:** 6600 Topanga Canyon Blvd Canoga Park, CA 91303

**WHAT:** Microsoft retail stores will open its doors at Westfield Topangaon Saturday, Sept. 20 at 11 a.m., after a ribbon-cutting ceremony and presentation of more than $1 million in software grants to local community organizations, including United Way of Greater Los Angeles, YMCA of Metropolitan Los Angeles, Youth Policy Institute, The GoLD Initiative and Boys & Girls Club of the West Valley.

As part of the grand opening activities, Microsoft is hosting **two Xbox One events! Hockey star Dustin Brown** will be joining attendees in the store and playing Xbox One with lucky fans on Saturday, Sept. 20. On Sunday, Sept. 21, **Basketball star Nick Young and Coach Byron Scott** will be in-store to play Xbox One with fans. The first 400 people in line for the ribbon cutting ceremony at 10:30 a.m. on Saturday, Sept. 20 will receive a ticket for either the Saturday or Sunday Xbox One events – their choice.

**Attendees will also be able to purchase a Toshiba Encore 8-inch 32GB tablet for just $99. This offer is limited to one per customer while supplies last.**

**This marks Microsoft’s 12th retail store in California, and 104th 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 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.

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 Jenna Torluemke at Jenna.Torluemke@AssemblyInc.com.

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

**Friday, Sept. 19**

**9-11 a.m. PT – 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, Sept. 20**

**10:30 a.m. PT – Grand Opening Ceremony.**Join Microsoft for a ribbon-cutting ceremony where software grants will be presented to local community organizations. In addition, the first 400 people in line will receive a ticket to meet and play Xbox One with either hockey star Dustin Brown or Basketball star Nick Young and Coach Byron Scott – their choice.

**11 a.m. PT – 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. PT —Xbox One event with hockey star Dustin Brown.** Customers who receive a ticket by attending the Microsoft opening earlier that day can come meet hockey star Dustin Brown and get a chance to play Xbox One with the athlete.

**Sunday, Sept. 21**

**1 p.m. PT —** **Basketball star Nick Young and Coach Byron Scott.** Customers who receive a ticket by attending the Microsoft opening on Saturday can come meet Basketball star Nick Young and Coach Byron Scott and get a chance to play Xbox One with them.

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