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

**Tim McGraw with Special Guests The Band Perry to Perform at Grand Opening of Microsoft at NorthPark Center**

*Microsoft Stores to present more than $2.1 million in technology grants*

**WHEN:**  Ribbon Cutting Ceremony: 9:30 a.m. CT, Saturday, Nov. 8

Concert: 1 p.m. on Saturday, Nov. 8

**WHERE:**  Microsoft Store: NorthPark Center at 8687 N. Central Expressway, Dallas, TX 75225 (Level One between Nordstrom and Macy’s)

Concert: NorthPark Center (Northeast Parking Lot)

**WHAT:** Microsoft retail stores will open its doors at NorthPark Center on Saturday, Nov. 8, after a ribbon-cutting ceremony and presentation of more than $2.1 million in technology grants to local community organizations, including the American Heart Association, Perot Museum of Nature and Science, Communities Foundation of Texas, Big Thought and Make-A-Wish of North Texas.

As part of the grand opening activities, **Microsoft is hosting a special performance by Tim McGraw with special guests The Band Perry on Saturday, Nov. 8**. Customers who attend the Microsoft store grand opening ceremonies at 9:30 a.m. CT on Saturday, Nov. 8 have a chance to receive a pair of tickets to the special performance later that day. The first 2,500 people in line for the ribbon cutting ceremony will receive a pair of tickets to see Tim McGraw and The Band Perry perform live and a chance to win a Meet & Greet with Tim McGraw (100 spots available).

**Attendees will be able to purchase a Toshiba Encore 2 8-inch 32GB tablet for just $99. This offer is limited to one per customer while supplies last.**

Microsoft’s NorthPark Center retail store will be 5,323 square feet (sales floor only) and marks Microsoft’s 10th retail store in Texas. 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 104 retail locations and welcomed more than 400 million customers to our full line, specialty and online Microsoft retail store properties in more than 189 countries worldwide.

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/)

*\*\*Please note there will be no media access to the special performance by Tim McGraw and The Band Perry on Saturday\*\**

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

**Friday, Nov. 7**

**9-11 a.m. CT – Media Preview Tours**. Special sneak peek inside the store the day before it opens to capture photos, b-roll and to interview local store manager.

**Saturday, Nov. 8**

**9:30 a.m. CT – Grand Opening Ceremony.**Join Microsoft for a ribbon-cutting ceremony where we will present more than $2.1 million in technology grants. In addition, the first 2,500 people in line, at minimum, will receive a pair of tickets to see a special performance by Tim McGraw and special guests The Band Perry.

**10 a.m. CT – 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.

**12 p.m. CT – Gates open for a special performance by Tim McGraw with special guests The Band Perry.** Ticket holders will be allowed to enter concert location, standing room only.

**1 p.m. CT – The Band Perry takes the stage!**

**2 p.m. CT – Tim McGraw concert begins!**

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