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

**Microsoft to Open North Carolina’s First Full Line Retail Store at The Streets at Southpoint**

**WHEN:**  10:30 a.m. ET on Thursday, Aug. 21

**WHERE:**  6910 Fayetteville Road, Suite 174, Durham, NC 27713

**WHAT:** Microsoft retail store doors will open at The Streets at Southpointon Thursday, Aug. 21 at 11 a.m., after a ribbon-cutting ceremony and presentation of $700,000 in software grants to local community organizations including YMCA of the Triangle, Marbles Kinds’ Museum, Emily Krzyzewski Center and Daniel Center.

**This marks Microsoft’s first full line retail store in North Carolina, and 103rd across the U.S., Canada and Puerto Rico.** As part of the grand opening activities, Microsoft is sponsoring a high-energy ribbon cutting ceremony at the new store and an Xbox One event with basketball star Grant Hill. Hill will be joining attendees in the store and playing Xbox One with lucky fans on Thursday, Aug. 21. The first 200 people in line for the ribbon cutting ceremony at 10:30 a.m. on Thursday, Aug. 21 will receive a ticket to play Xbox One with Hill.

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 101 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 Nick Schubert at Nicholas.Schubert@edelman.com.

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

**Wednesday, Aug. 20**

**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, Aug. 21**

**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 basketball star Grant Hill.

**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.

**4:55 p.m. – 5 p.m.** **ET** -- 1-2 question interviews (press line format) with Grant Hill before the Xbox One event – All media questions must be approved beforehand.

**5 p.m. ET —Xbox One event with Grant Hill.** Customers can come meet basketball star Grant Hill and get a chance to play Xbox One with the athlete. The first 200 people in line for the Microsoft opening earlier that day will receive one ticket to the Xbox One event.

**For more information** about Microsoft retail stores or to make arrangements for an interview, please contact Nick Schubert at Nicholas.Schubert@edelman.com.

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