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

**Microsoft Opens Texas’ Fourth Full Line Retail Store at The Woodlands Mall**

**WHEN:**  10:30 a.m. CT on Thursday, June 26

**WHERE:**  The Woodlands Mall at 1201 Lake Woodlands Drive, The Woodlands, TX 77380

**WHAT:** **Microsoft retail store doors will open at** **The Woodlands Mall** on Thursday, June 26 at 11 a.m., after a ribbon-cutting ceremony led by Lane Sorgen, district general manager for the Southeast, will present more than $1 million in software grants to local community organizations including Houston Museum of Natural Science, Interfaith of The Woodlands and South Montgomery County YMCA.

**This marks Microsoft’s fourth full line retail store in Texas, and 98th 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. The first 400 people in line for the ribbon cutting ceremony at 10:30 a.m. on Thursday, June 26 will receive a ticket to meet a special surprise sports star guest at special Xbox One events on June 26 or 28. The fun continues on Saturday, June 28 with a day-long block party open to all in the Courtyard at The Woodlands Mall, including food, a DJ, prizes, and of course the chance to check out the latest cool technology like Xbox One, Windows Phones and Surface Pro 3.

**Attendees will be able to purchase a Dell Venue Pro 64GB for just $129. This offer is limited to one per customer while supplies last.**

The Microsoft retail store will also be hosting free Summer Camp courses for students ages 8-13 about game coding, game designing, movie making and photography. Backed by YouthSpark, a Microsoft initiative to help educate future young leaders in science, technology and engineering, the Summer Camps four-day programs run from June 26-August 29; information about registration can be found [here](http://www.microsoftstore.com/summercamps).

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 90 retail locations and welcomed more than 379 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/)

*\*\*Please note there will be no media access to the sports talent on Saturday.\*\**

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

**Wednesday, June 25**

**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 managers.

**Thursday, June 26**

**10:30–11 a.m. CT – Grand Opening Ceremony.**Join Microsoft execs, community leaders and special guests for a ribbon-cutting ceremony where we will present more than $1 million in software grants to local community organizations. In addition, the first 400 people in line for the ribbon cutting ceremony will receive a ticket to meet a special surprise sports star guest later that day.

**11 a.m. CT – Doors open!** **Microsoft plans 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.

**5 p.m. CT — Arrival of special sports star guest appearance for Xbox One Event.** Customers who come to the Grand Opening Ceremonies early on Thursday morning have a chance to receive a ticket to meet the special surprise sports star guest later that day.

**Saturday, June 28**

**10 a.m. CT – Arrival of special sports star guest appearance for the Block Party and Xbox One Event.** Customers who come to the Grand Opening Ceremonies early on Thursday morning have a chance to receive a ticket to meet the special surprise sports star guest on Saturday.

**For more information** about Microsoft retail stores or to make arrangements for an interview, please contact Reid Schwartz, reid.schwartz@edelman.com, 512-634-3667

# # #