



Microsoft Store Fact Sheet January 2017

About Microsoft Store

Since 2009, Microsoft Corp. has opened more than 100 stores across the U.S., Canada, Puerto Rico and Australia, and microsoftstore.com has expanded to 190 countries globally, welcoming more than 1 billion customers across Microsoft Store properties. Microsoft Store and microsoftstore.com are the first and best places to experience technology from Microsoft and its partners, featuring an assortment of best-in-class products and services. For a list of Microsoft Store locations, visit microsoftstore.com/locations.

Microsoftstore.com

Customers receive free shipping and returns on products purchased at microsoftstore.com as well as 24/7 phone customer service, including online text chat. Learn about new products, find free workshops and events, and sign up for Answer Desk tech support appointments at a local Microsoft Store on microsoftstore.com.

Best-in-Class Products

Microsoft Store and microsoftstore.com allow customers to discover, learn about, download and buy the latest cutting-edge products from Microsoft and its partners, including Windows 10 PCs, Surface devices, Xbox One consoles and games, Office 365, and more. Additionally, all PCs sold by Microsoft Store are Signature Edition machines, which ensures our customers have the best possible computing experience. This means a clean, fast and protected device. Each PC is performance-tuned and has a virus-protected system with no junkware installed.

In-Store Services

The Microsoft Store experience is designed to help customers get their devices and software up and running quickly and to get the most out of their technology. Local Microsoft Store services include the following:

- **Knowledgeable and friendly staff.** Microsoft Store associates make a customer's tech-shopping experience as enjoyable and easy as possible. Whether helping a small-business owner looking for the right setup for a 10-person office, a tech enthusiast who wants to talk speeds and feeds, or a parent getting the family ready to go back to school, Microsoft Store associates provide tailored services so customers find the technology that works best for them.
- **Answer Desk.** Microsoft Answer Desk is your one-stop shop for free services, technical questions, troubleshooting, repairs and more. Answer Desk technicians are on hand to answer technical questions, make recommendations, and offer full service and support on all software and hardware. In fact, they'll attempt to fix any device with Microsoft software, regardless of brand or where it was bought.
- **Personal training.** Dedicated personal training memberships allow customers to customize one-on-one technology training and learn at their own pace. Personal trainings are available for \$49 for one hour or \$99 for one year of personalized unlimited use.

- **Business solutions.** Microsoft Store is designed to support the needs of local business owners and entrepreneurs and serves as a resource for small and midsize businesses searching for new opportunities to network and learn about the latest technology to help them grow. In addition to offering an assortment of best-in-class products like Surface devices through Surface Membership, Windows 10 devices and Office 365, Microsoft Store provides offerings such as Answer Desk tech support and SMB Zones to serve as a hub for small- and midsize business owners looking to improve technology for their businesses while connecting with others in the community. It's like having your very own help desk and IT support right in our store.

To view the latest course schedule or to make a personal training or Answer Desk appointment, go to microsoftstore.com/answerdesk or check with a local Microsoft Store.

Commitment to Local Communities

Beyond products and services, Microsoft Store is committed to being part of the fabric of the local communities in which it operates. This commitment ranges from regular volunteer hours and donating millions of dollars in technology grants to community organizations, to offering free programming, classes and workshops in stores so customers can learn more about Windows 10 and Office 365, and how to make the most of their technology.

- **Microsoft Store workshops and events.** Every Microsoft Store has a community development specialist who is dedicated to working with local organizations to arrange in-store events and activities that serve as resources within the community while offering the opportunity for people to learn new technology skills. Programming includes the following:
 - Science, technology, engineering and math (STEM) education events such as YouthSpark Camps and Hour of Code workshops
 - National and local organization activities, such as Girl Scout and Boy Scout troops earning tech badges
 - Class field trips
 - Resume and skill-building workshops
 - Local Chamber of Commerce meetings
 - Small-business and entrepreneur training
- **Community Theater.** Located in most Microsoft Store locations, the Community Theater is a space where experts teach community members how to use Microsoft's latest and most popular products in their everyday work and lives. Topics range from how to code or build a resume to how to create a blog or a Microsoft PowerPoint presentation. The space can be booked at no charge for training sessions, workshops and other events.

For more information on visiting a Microsoft Store to demo the latest technology or attend an in-store event or workshop, contact microsoftstorepress@assemblyinc.com.

For assets, including photos and b-roll: news.microsoft.com/presskits/retailstores/

For more information, press only: Assembly Inc., microsoftstorepress@assemblyinc.com