

**Microsoft Store**

**Fact Sheet**

**November 2018**

**About Microsoft Store**

Since 2009, Microsoft Corp. has served local communities and welcomed customers to Microsoft Store properties globally. Microsoft Store – whether shopping in a [physical store](https://www.microsoft.com/en-us/store/locations/find-a-store), [online](file:///C%3A%5CUsers%5CE041645%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5C3NN54JC7%5CMicrosoft.com) or through your Xbox or Windows 10 device – is the first and best places to experience technology from Microsoft and its partners, featuring an assortment of innovative products and solutions to empower all of us to achieve more.

**Empowering Students, Parents and Educators**

Microsoft Store offers experiences that inspire creativity and teach digital skills including coding, computational thinking and professional development such as free year-round workshops and programs from Minecraft workshops to [STEM Saturdays](https://www.microsoft.com/en-us/store/locations/stemsaturdays), LinkedIn training and [YouthSpark](https://www.microsoft.com/en-us/philanthropies/youthspark) camps. Microsoft Store also provides access to free training and professional development tools including Windows 10 S, Office 365 for Education and more for recent grads or those transitioning careers to help build skills for the jobs of tomorrow.

**Supporting Small- and Midsize Businesses**

Microsoft Store is the go-to destination for small business owners and entrepreneurs. With offerings like best-in-class service from onsite small business specialists, everyday customer support, in-store [Office Hours](https://www.microsoft.com/en-us/store/locations/officehours) and customized business solutions, Microsoft Store empowers small business owners to achieve more. Through simple, cost effective solutions and access to free in-store events and resources likenetworking events, workshops, panels or the free Community Theater space, customers can access business-grade technology, device customization, product trainings and personalized support at their local Microsoft Store.

**Connecting Gaming Fans**

Microsoft Store offers an inclusive and engaging experience for gaming and esports fans, connecting them with one another through the best Microsoft technology including Xbox, Windows 10 and Mixed Reality. Microsoft Store celebrates and brings gamers together across all store locations whether it’s for casual gaming or tournaments, Minecraft build challenges, celebrity gameplay events, E3 viewing parties or fan events for the latest title releases from Microsoft and its developer partners.

* [**Gaming Communities**](http://rogarena.com/)**.** Microsoft Store regularly hosts gameplay sessions to celebrate fans and the latest in games, including Halo, Madden, Forza, Minecraft, Total War, Cuphead, FIFA, Assassin’s Creed and Gears of War, while Microsoft Store’s ASUS Republic of Gamers (ROG) Arena allows gamers to compete against local players on high-powered Windows 10 ROG gaming laptops with ROG Gladius mice, Whetstone mouse pads and HyperX Cloud II headsets.
* **Microsoft Store on Xbox.** Provides gamers with the largest catalog of their favorite games, entertainment and apps for the Xbox One family of devices, including the latest new releases, blockbuster exclusives, Game Passes, add-on content and more.

**In-Store Services and Support**

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 office setup, a tech enthusiast who wants to talk speeds and feeds, or a parent getting the family ready to go back to school, trained experts 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.
* To make a personal training or Answer Desk appointment, go to [Microsoft.com/answerdesk](https://www.microsoft.com/answerdesk) or check with a local Microsoft Store.

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