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| **FOR INTERNAL USE ONLY – TO BE COMPLETED BY INCOMM ACCOUNT MANAGER** |
| **Internal Product Name**InComm internal name. | **Denomination or Value** | **Product UPC** | **Expiration Date**If applicable. |
| BEST BUY GEEK SQUAD Digital 1st Party VGC 5 - 2000 | 5-2000 | 196742037531  |  |
| BEST BUY THANK YOU Digital1st Party VGC 5 - 2000 | 5-2000 | 196742037524 |  |
| BEST BUY CONGRATS Digital 1st Party VGC 5 - 2000 | 5-2000 | 196742037494 |  |
| Best Buy Digital 1st Party VGC 5-2000 | 5-2000 | 799366951896 |  |
| BEST BUY HOLIDAY CARD 1st Party VGC 5-2000 | 5-2000 | 196742040425 |  |
| BEST BUY WINTER SCENE 1st Party VGC 5-2000 | 5-2000 | 196742040432 |  |

# Product Information

If selling in a multilingual region, provide the below product copy translated in each required language.

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| **Company/Brand Name**Displayed to consumers. Include required punctuation and trademark symbols. | Best Buy® |
| **External Product Name**Displayed to consumers. Include required punctuation and trademark symbols. | Best Buy® Geek SquadBest Buy® Thank YouBest Buy® CongratsBest Buy® BlueBest Buy ® HolidayBest Buy® Winter Scene |
| **Marketing Description**This copy is placed on a website to describe the product to consumers. Be descriptive and include product features and benefits. 1024 character limit. | Best Buy Gift Cards make it easy to gift the latest tech for everyone and every occasion. |
| **Redemption Instructions**Recommended heading included. Please revise or remove if preferred. | Redeem online:1. Visit BestBuy.com2. Enter your e-Gift card number and pin at checkout.Redeem in store:1. Find a Best Buy store location near you.2. Display the e-Gift card when you check out. |
| **Recommended In-Store Mobile Redemption Instructions\***Only applicable to products which can be redeemed in store locations. See the options below this table and indicate which one you would like to include with your standard copy. | [ ]  Option 1[ ]  Option 2[ ]  Option 3[ ]  N/A (select if no store locations exist for this product; e.g., gaming and online retailers) |
| **Terms and Conditions**Recommended heading included. Please revise or remove if preferred.5000 character limit. | Redeemable in any U.S. Best Buy® retail location or at BestBuy.com® where available for merchandise or services, excluding Best Buy and third-party gift cards • No expiration date and no fees • Not redeemable for cash • Not a credit or debit card • Not valid as payment on Best Buy credit card • Check balance at BestBuy.com or at 1-888-716-7994. • Subject to the terms and conditions at BestBuy.com/gcterms, including mandatory individual arbitration • All terms enforced except where prohibited by law.**Never share a gift card number or PIN over the phone or online, especially with someone you don’t know. Report fraud at**[**https://reportfraud.ftc.gov/#/**](https://urldefense.com/v3/__https%3A/reportfraud.ftc.gov/%2A/__;Iw!!KtbpKd1p8A!u1LKLl0K6BnQ1WzyAV_V-9v2zOdU_jEPiHayabB-koLKR8a81t894pu_SpzlYiQIRaqIBGA8XkkCUG-SCUotT9Il$)**or**[**https://www.ic3.gov/Home/FileComplaint**](https://urldefense.com/v3/__https%3A/www.ic3.gov/Home/FileComplaint__;!!KtbpKd1p8A!u1LKLl0K6BnQ1WzyAV_V-9v2zOdU_jEPiHayabB-koLKR8a81t894pu_SpzlYiQIRaqIBGA8XkkCUG-SCTkbF2bh$) |
| **Legal Disclaimer** |  |
| **Compatibility**Primarily for digital content gaming products. What is compatible with this product (PC, MAC, Windows 8/10, etc.)? |  |
| **Cardholder Agreement**Only applicable to Financial Services products. Attach Cardholder Agreement. |  |
| **Additional Information**URL for a video or any other special requirements. |  |

**\*Recommended In-Store Mobile Redemption Instructions** – Only applicable to products which can be redeemed in store locations.

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| **Option 1**If hand key redemption from a mobile device is allowed | **Option 2**If barcode scanner and/or hand key redemption from a mobile device is allowed | **Option 3**If redemption from a mobile device is NOT allowed |
| **In-Store Mobile Redemption Instructions**Recipient:To redeem your eGift Card from a mobile device display the gift card number and associated PIN (if applicable) to the cashier at the time of purchase. Cashier:Hand key the gift card number and associated PIN (if applicable) into the POS. | **In-Store Mobile Redemption Instructions**Recipient:To redeem your eGift Card from a mobile device display the barcode, gift card number and associated PIN (if applicable) to the cashier at the time of purchase. Cashier:Scan the barcode from the mobile device and/or hand key the gift card number and associated PIN (if applicable) into the POS. | <brand name> DOES NOT allow for mobile redemption at this time. You must print your eGift Card and present it to the cashier at the time of purchase. |

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| **Search Terms**Provide 5-10 search terms for this product. |  |

# Redemption and Barcode Information

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| **Primary Redemption Value Digit Count** |  |
| **Security Value Digit Count** |  |
| **Barcode Type** | [ ]  N/A[ ]  Code 128-A[x]  Code 128-C[ ]  PDF417 | [ ]  QR Code [ ]  Other: If other, provide barcode details here. |
| **How can this product be redeemed?** | [x]  Online[x]  In-store | [ ]  Phone[ ]  Other: If other, provide details here. |
| **In what countries/territories can this product be redeemed?**List all that apply. | United States |
| **Are there any restrictions to where this product can be redeemed?**List all that apply by City/State. |  |