



To: Kevin Mottlowitz

From : Jack Stonebraker
Community Relations Program Mgr
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Kevin,

Per our discussion, here is an outline of some of the successes that have been realized as a result of the efforts and partnerships between Best Buy in Melrose Park and the Winston Plaza Ownership and Management.

Please also be sure that Sandy and Malika know that I have now stepped into a new role with Best Buy that in large part is due to the learning's and support that we have had from the Plaza and Newmark Merrill. The new program is a business venture being implemented and tested in the Chicago Market focusing on Community Relationship, Education and Economic Development (CREED) and is nothing more than teaching our store managers how to create genuine Public / Private Relationships that support the community needs while also creating a good business sales model..... Thank you all.

Best Buy / Winston Plaza Community Relationships.

Background

The relationship and co-created programming started in August 2009, when I had the opportunity to meet with Kevin Mottlowitz and Malika Jenkins and share the successes of programs implemented in Bellwood, IL.

As a result, Newmark Merrill / Winston Plaza agreed to support 50% of the Cost of a Gift Cards for A's program for Elementary Students in Melrose Park up to \$20,000 per year. This support was needed to enable expansion of the program into beyond Bellwood and ensure that there was at least a break even on expense of the single transaction when Gift Cards are redeemed at about 350% of the face value.

The Next Steps

Because of the success of the Gift Cards for A's programs, we were able to strengthen relationships with municipal leaders in Melrose Park and Co-Create Programs for their community. These included:

- Opening the 1st Computer Resource Center in Melrose Parks Sr Citizen Building to ensure that seniors had access to computer technology, the internet and to create a place they could learn about the technology. Because of the Relationship with Best Buy through other programs we were identified as the preferred vendor and have sold all computers and services associated with the center.
- The 2nd Resource Center is the Best Example of Public / Private Partnerships and was led by Newmark Merrill / Winston Plaza donating the space for the center. As a result of the Best Buy / Winston Plaza and community partnership, we were able to bring in other complementing partners which include AT&T (donating the internet access) and Triton College (Teaching Classes as part of their Community / Continuing Education Programs.)

These partnerships have received attention well beyond the Illinois and Indiana Cities that have come to see and learn what we have created. As you know, we have been contacted by the ICSC regarding our successes in Public / Private Partnerships and they are considering including us on the agenda at this year's conference in May.

As you know, this relationship has gone several different direction but I think that the best example of Co-Branding has come through Winston Plaza's invitation to have Best Buy at its booth at the annual Taste of Melrose Event..... With the exception of a couple food vendors, our booth has been the #1 draw at each of these events that reach near 350,000 people over the 3 day weekend.

I truly believe that the relationship that has come from the support of Newmark Merrill and GMX has benefited everyone genuinely committed to connecting with the communities we serve. From a Best Buy growth perspective, we have seen not only good transactions from the direct relationship but have also seen market share growth from these communities that far exceeds what we are seeing in other communities and stores in the market.

Sincerely,

Jack J. Stonebraker
General Manager