



NEWS RELEASE

## **THE BEST BUY CHILDREN'S FOUNDATION AWARDS GRANT TO AFI SCREEN EDUCATION PROGRAM**

**LOS ANGELES, CALIFORNIA, JANUARY 12, 2004**—The Best Buy Children's Foundation awarded a \$250,000 grant to the American Film Institute (AFI) Screen Education Center, it was announced today by Jean Picker Firstenberg, director and CEO, AFI.

This significant grant is the first corporate donation for the AFI Screen Education program, launched in the 2001-2002 academic year with funds from the U.S. Department of Education. In the K-12 program, young people are learning to use digital cameras and computer editing systems to tell stories and demonstrate mastery of their studies. In the process, they are preparing for jobs of the future by becoming literate in the language of the 21<sup>st</sup> century.

Jean Picker Firstenberg commented, "The philosophy of the AFI Conservatory, where professional filmmakers learn, is now being introduced to public high schools and middle schools so that young people can harness new technology and the power of storytelling to improve their ability to learn ---in school and in life. We are grateful that The Best Buy Children's Foundation shares our commitment to enable young people to become excited about learning through the digital tools of the 21<sup>st</sup> century."

Susan Hoff, president, The Best Buy Children's Foundation, commented, "Best Buy is thrilled to contribute to such a respected organization that innovatively weaves technology and education together. AFI makes their Screen Education program accessible, easy to implement and fun for students and teachers to use. We believe the program can help students learn more effectively and successfully."

AFI's Screen Education Center launched in 2001-2002 with its first grant from the U.S. Department of Education in six Los Angeles high schools. In 2002-2003, it reached 21 high schools in Northern and Southern California, Montgomery County, MD, and Washington, DC — reaching a total of 4,000 students. Expansion of the program will continue as private and public support is obtained.

### **About The Best Buy Children's Foundation**

The Best Buy Children's Foundation, established in 1994, is committed to making learning fun through the funding of innovative, interactive and technology-based programs that engage and educate K-12 students. The Foundation provides grants to national nonprofit organizations with technology-related programs and directly to

Best Buy communities. The Foundation is a nonprofit corporation organized and operated exclusively for charitable, educational, literary or scientific purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as amended, and Section 290.05 of the Minn. Stat. Best Buy Co., Inc. (NYSE: BBY), the primary contributor to the Foundation, is North America's leading specialty retailer of consumer electronics, personal computers, entertainment software and appliances. Best Buy Co., Inc. donates 1.5 percent of its annual pretax earnings to the communities in which it does business.

### **About the American Film Institute**

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of filmmakers at its world-renowned Conservatory, provides film preservation leadership and explores new digital technologies in moviemaking. AFI's New Media Ventures programs bring together the creative and digital communities. The AFI Screen Education Center seeks to transform American education in an era increasingly shaped by visual media and advanced technology. AFI's pedagogy empowers educators and all kinds of learners to master the skills needed for living and working in the 21<sup>st</sup> Century. With AFI ON SCREEN, the institute is the largest nonprofit exhibitor in the US, with programs at the AFI Los Angeles International Film Festival (AFI FEST); the AFI National Film Theater at the John F. Kennedy Center for the Performing Arts in Washington, DC; and the AFI Silver Theatre and Cultural Center in Silver Spring, Maryland. A 49,000 square-foot complex with three theatres—one historic, two new state-of-the-art stadium-style theatres—the AFI Silver exhibits film and video generally unavailable elsewhere in the region. AFI's annual almanac for the 21st century, **AFI AWARDS**, honors the most outstanding motion pictures and television programs of the year. **AFI's 100 Years . . . 100 Movies, 100 Stars, 100 Laughs, 100 Thrills, 100 Passions** and **100 Heroes & Villains** have ignited extraordinary public interest in classic American movies. During the past 32 years, AFI's Life Achievement Award has become the highest honor for a career in film. More information about AFI can be found by visiting its Web site, located at [www.AFI.com](http://www.AFI.com).

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