



For Immediate Release

**THE LITTLE GEEKS FOUNDATION HELPS TO REBOOT THE LIVES
OF 200 “LITTLE GEEKS” THIS SUMMER**

Best Buy Canada contributes \$50,000 to help kick start the initiative to put refurbished computers in the hands of children in need

Toronto, Ont., June 12, 2008 – Today, the Little Geeks Foundation, a not-for-profit that collects, refurbishes and re-distributes donated home and corporate computers, announced it will give away 200 donated computers to underprivileged children in the Greater Toronto Area during the month of June 2008.

Today's computer giveaway will take place at St. Andrew's United Church from 3:00 to 7:00 p.m. and will help the Little Geeks Foundation get one step closer to its target of delivering 1000 computers to underprivileged children by December 2008.

Having received charitable status last year, Little Geeks allows donors, individuals and corporations, to directly impact their community, by providing free computing technology and educational tools to kids in need.

"Computer literacy, like math and writing is not a privilege in this country, it's a right that every Canadian child should experience and Little Geeks is committed to making this a reality," says Andy Walker, technology reporter and co-founder of The Little Geeks Foundation. "We need more individuals and corporations, like Best Buy Canada, to either donate their used computers or to provide financial support so we can all help make a difference in a child's life, one 'little geek' at a time."

The ability to deliver on this first phase of the Foundation's initiative is a result of financial support from Best Buy Canada, Canada's fastest-growing retailer and e-tailer of consumer electronics, computers and entertainment products.

"We are committed to supporting organizations that inspire youth to focus on their education and advance their learning through the use of technology. As a leading consumer electronics retailer that sells computer technology, we understand the importance and appreciate the opportunity to help make a difference in the lives of children in communities in which we have a

presence,” said Charles Tobin, senior vice president, Best Buy. “Best Buy sees the value of technology in education and we are very proud that we’ve been able to provide financial support to the Little Geeks Foundation so they can help kids in need get access to computers to further their education.”

Education is a key component of the Little Geeks program. In addition to receiving a computer and Internet connection, children and their parents are required to attend a training session that will teach them how to set up the computer and provide basic computer skills. Little Geeks also ensures a safe and secure mentoring environment for these kids who learn to use technology and the Internet responsibly.

The donation program operates through a collaboration of three dedicated groups of volunteers namely Donor Geeks, Mentor Geeks and Corporate Geeks. Donor Geeks donate used computers. Mentor Geeks provide technology support and troubleshoot via email and telephone if the Little Geeks have questions or experience system problems once they are home and using their computers. Little Geeks continues to welcome ‘Corporate Geeks’ who understand the value and importance of computers and Internet technology in the lives of Canadian youth.

“Corporate donations in terms of used computers, high-speed Internet connections and financial support can go a long way towards helping us reach out to a larger number of children in need across Ontario,” says Lisa Shishis, Executive Director and Co-founder of Little Geeks. “Our goal as an organization is to expand this program to kids across Canada, but that cannot happen without the financial support of individuals and corporate Canada.”

Upon successful completion of the pilot project in Southern Ontario, Little Geeks plans to expand across Canada.

About Little Geeks:

Little Geeks is a registered not-for-profit that collects, refurbishes and re-distributes donated home computers to children in need. These computers are given free of charge, and are coupled with an Internet connection which will be provided in the child’s home. Little Geeks hopes that these gifts will inspire, create, and allow these children a future which they may not previously have dreamed of. For additional information, please visit www.littlegeeks.org.

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