

Information Bulletin

20 March 2007

Firedog Across America

“With more than 1.1 million firefighters working in the United States, chances are that most Americans have benefited in some way from the dedicated services of their local firehouse,” Weedfald said. “By sharing their experiences with these everyday heroes through the ‘firedog(SM) Across America’ essay contest, Circuit City will ensure that 10 fire stations receive the additional funds they need to continue serving and protecting their communities.

How “firedog(SM) Across America” works:

-- December 6, 2006 - March 31, 2007: Americans are invited to submit essays at:

<http://www.firedog.com>

that describe how their local firehouse or firefighters went above and beyond in helping them or their community.

-- April 28, 2007 -- The 10 winning essays will be announced. Each finalist firehouse will receive a prize of \$20,000. The authors of each winning essay will receive a home “techover” valued at \$10,000, courtesy of firedog(SM).

-- April 28, 2007 - May 13, 2007: Americans will be invited to vote for one story among the 10 finalists that most inspires them. For each vote received online, Circuit City will make a matching donation up to \$250,000, to be distributed proportionally among the finalists based on the number of votes cast.

-- May 14, 2007 -- The firehouse with the most votes will be awarded a grand prize of \$100,000.

The “firedog(SM) Across America” campaign has already lent a helping hand to firefighters with its recent contribution of \$100,000 to the FDNY Foundation in New York City at a ceremony held Dec. 6 at the Ladder 3/Battalion 6 firehouse. As part of that campaign kick-off, Circuit City also donated \$100,000 to the National Law Enforcement and Firefighters Children’s Foundation. Additional information about “firedog(SM) Across America” is available online at:

<http://www.firedog.com>

About firedog(SM)

Circuit City Stores, Inc. launched its firedog(SM) brand in response to a growing public demand for help with using and enjoying electronic products. firedog(SM) provides a new level of personal computer services, home theater installations and integration of home electronics.



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