



## Guidelines for Returns, Exchanges and Warranties for Private Label Products

Best Buy's private label brands include products sold in Best Buy stores under the following brand names:

Insignia  
Dynex  
Geek Squad  
Init  
Basix  
Prima

This list is subject to change and brand names listed above may be inactive at this time.

Private label products should be processed in accordance with SOP just like any other product. Best Buy is considered the manufacturer for all private label products and we are responsible for fulfilling all warranty claims for products carrying our brand names. All returns, exchanges and warranty fulfillment requests must be handled in the store as there are no 800 numbers or manufacturers to contact for warranty fulfillment or product exchanges.

The following guidelines must be used to address a consumer with a private label product return, exchange or warranty claim:

### **Return/Exchange** (typically 0 to 30 days)

All private label brand returns and exchanges are handled in accordance with standard operating platform policies. A few private label products do not come with any warranty and carry only a return or exchange privilege. The length of the return or exchange period can be confirmed through auto-destination.

### **Warranty** (after 30 days)

Almost all private label brand products carry a 90-day parts and labor warranty or a one year parts and labor warranty. However, please confirm through auto-destination as there are exceptions. Best Buy must fulfill consumers' warranty claims at the store for the life of the warranty not just the return or exchange period.

The following are some common scenarios and how they should be processed:

#### Insignia Televisions – 25" and larger

Instead of bringing the TV into the store, ask the customer to contact In-Home Service at 1-888-BEST BUY.

#### Insignia Televisions – smaller than 25" and all other private label products

The auto-destination application within POS provides instructions for processing the warranty exchange. Depending on product complexity and cost, warranty fulfillment may be accomplished by repairing the defective product and returning the repaired product to the customer or by exchanging the defective product for a like new product.

Strictly follow auto-destination for all private label returns and warranty fulfillment.

As the manufacturer we are responsible for all private label products and guidelines must be followed to protect the customer experience and company assets.

