

Best Buy \$9.99 TV offer was too good to be true

August 12 2009, By MAE ANDERSON , AP Retail Writer

(AP) -- Few if any of the deals retailers have offered online during the recession have been as good as Best Buy Inc.'s sale price of \$9.99 on a 52-inch TV Wednesday. But it quickly turned out the offer was too good to be true.

The electronics retailer said it will not honor the \$9.99 price posted Wednesday morning on its Web site for a 52-inch Samsung flat-screen TV. By early afternoon, the TV was listed at \$1,799.99, almost half off the original \$3,399.99 price.

Bloggers and Twitterers lit up the Internet with posts about the offer, some insisting Best Buy must honor it, others making jokes.

Best Buy, based in Richfield, Minn., said it has corrected an online pricing error and will not honor the incorrect price. Orders made Wednesday morning at the incorrect price will be canceled and customers will receive refunds, the company said.

[Best Buy](#) did not immediately return a call for additional comment.

Shares fell 24 cents to \$36.53 during afternoon trading.

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