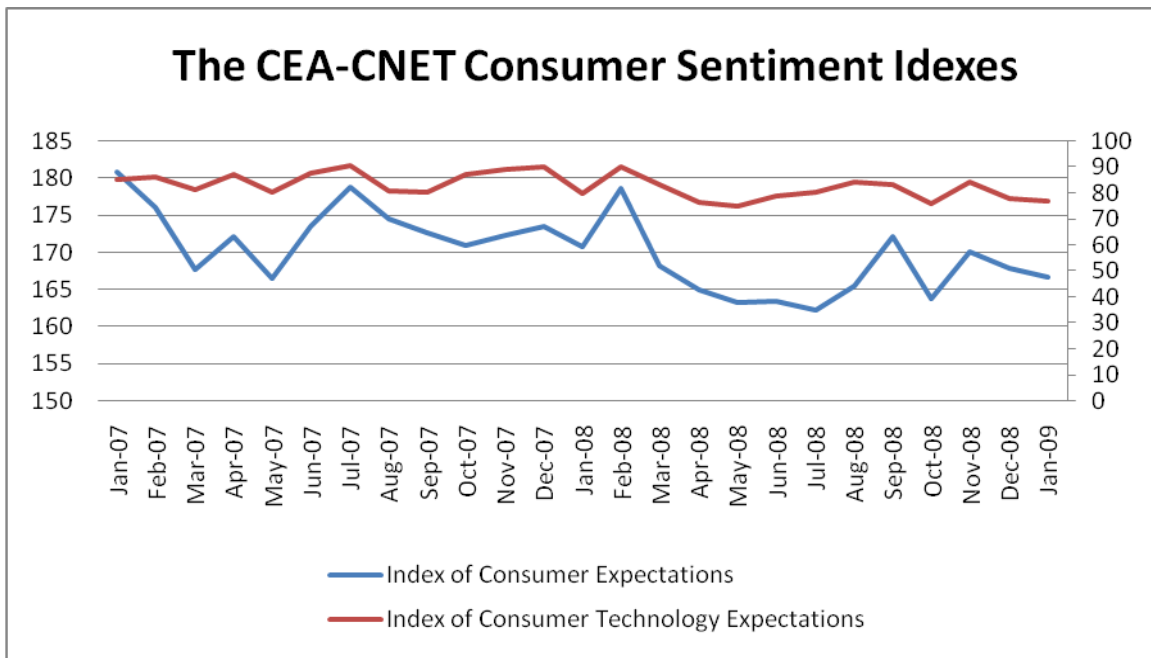


The CEA-CNET Consumer Sentiment Indexes

The CEA-CNET Consumer Sentiment Indexes represent more than three years of research into cutting-edge methods for measuring consumer expectations about the future. The indexes measure how consumers perceive the overall health of the economy and the outlook for technology spending. Both indexes focus on consumer perceptions of the future. These forward looking expectations provide market observers valuable information into how consumers will likely behave over the pursuing months.

As the January report highlights, consumer expectations decreased for the second month in a row, as economic uncertainty continues to weigh on consumers' minds. However, there was a silver lining to the declining scores. The outlook for consumer electronics sales increased slightly following the dismal holiday season, on the heels of recent industry events such as the International Consumer Electronics Show and Macworld. In addition, expectation of job losses is at its lowest level since August 2008, indicating that consumers are hopeful for the year ahead.



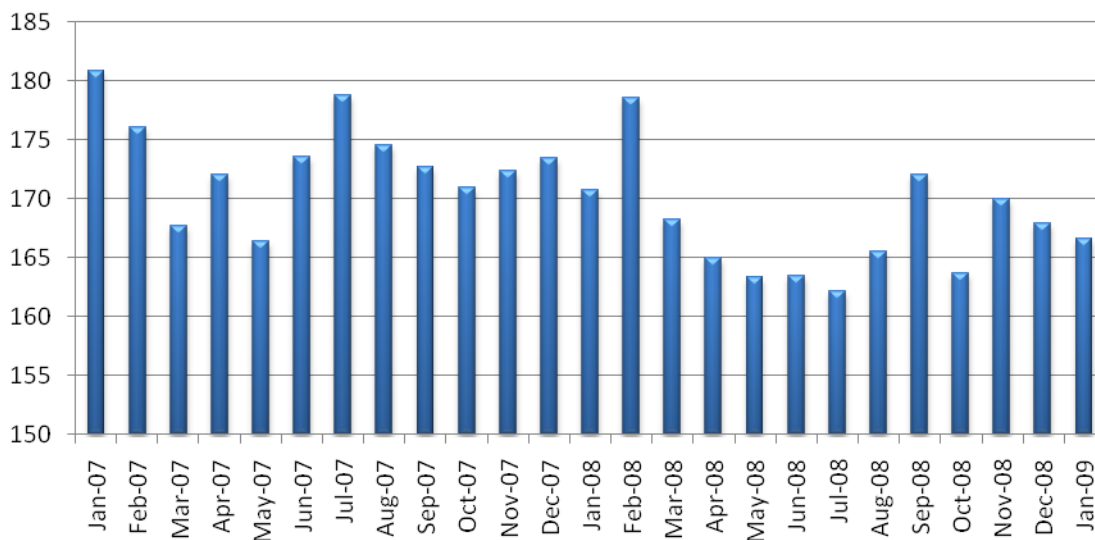
The CEA-CNET Index of Consumer Expectations

The CEA-CNET Index of Consumer Expectations (ICE) measures consumer expectations about the broader economy. The index carries a maximum value of 300 and a minimum value of 100.

Table 1: CEA-CNET Index of Consumer Expectations

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
180.8	176.0	167.7	172.0	166.4	173.5	178.7	174.6	172.7	170.9	172.3	173.4
2008											
170.8	178.6	168.2	165.0	163.3	163.4	162.2	165.5	172.0	163.7	170.0	167.9
2009											
166.6											

CEA-CNET Index of Consumer Expectations



- In January, the CEA-CNET Index of Consumer Expectations fell just over a point from December. The index remains four points below last January's level, demonstrating the impact of the poor economic climate.
- The expectation that the economy will be in worse shape 12 months from now is lower than ever, and the expectation of job losses in the next 12 months is at its lowest level since August 2008. Both of these measures suggest that consumers are feeling a bit more optimistic about the future. However, the sentiment around personal financial health continues to decline, with the average expectation for being better off financially over the next 12 months hitting its lowest point to date.

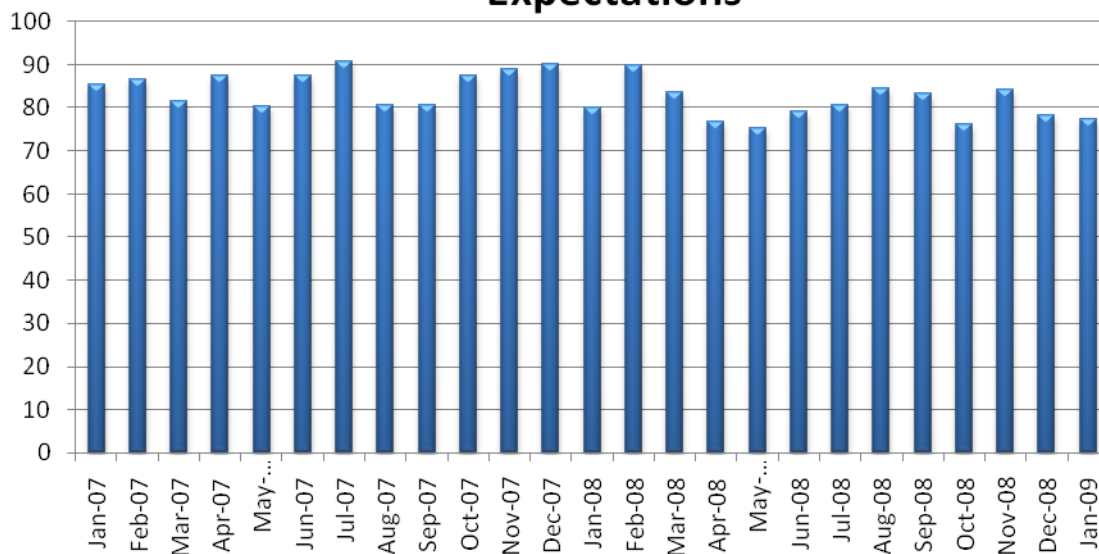
The CEA-CNET Index of Consumer Technology Expectations

The CEA-CNET Index of Consumer Technology Expectations (ICE) measures consumer expectations about technology spending. The index carries a maximum value of 200 and a minimum value of zero.

Table 2: CEA-CNET Index of Consumer Technology Expectations (ICTE)

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
85.4	86.5	81.4	87.4	80.4	87.6	90.7	80.8	80.6	87.4	89.1	90.2
2008											
79.0	89.9	83.5	76.7	75.2	79.2	80.7	84.4	83.2	76.2	84.2	78.3
2009											
77.3											

CEA-CNET Index of Consumer Technology Expectations



- In January, the CEA-CNET Index of Consumer Technology Expectations (ICTE) decreased one point from December, and the index remains nearly two points below the level set last January.

- Compared to last month, consumer intent to purchase tech products is down, and the intent to spend more on technology remained relatively flat.

About the CEA-CNET Consumer Sentiment Indexes

The CEA-CNET Consumer Sentiment Indexes are a joint effort of CEA and CNET. The Indexes are published monthly on the fourth Tuesday of each month. The survey data are collected each month by random-digit-dial for 1,000 respondents and weighted to be representative of the U.S. population.

For an in-depth analysis of the methodology used in the CEA-CNET Consumer Sentiment Index see the whitepaper “The CEA-CNET Consumer Sentiment Indexes.”

About CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$173 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge.

About CNET

CNET (www.cnet.com), a property of CBS Interactive, is where people go to discover the latest in tech and consumer electronics. Driven by a trusted voice and a passionate community, CNET creates an open environment for people to find and use the best products to fit their lifestyle. The powerful combination of CNET's award-winning news, lab-tested product reviews, safe and spyware-free downloads, and user-generated content give people information and inspiration to live and thrive in a life gone digital.

Appendix I: Composition of the CEA-CNET Index of Consumer Expectations

The CEA-CNET Index of Consumer Expectations is derived from three components – Expectations for the U.S. Economy, Expectations for the Job Market, and Expectations for Personal Financial Health. The CEA-CNET Index of Consumer Technology Expectations is derived from two components – Expectations for Purchasing CE and Expectations for Purchasing More CE.

Table 3: Expectations for the U.S. Economy

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
39.9	37.4	36.9	35.6	32.5	38.1	39.7	39.8	35.3	35.4	34.9	36.4
2008											
38.2	40.6	39.5	36.5	33.6	33.6	34.9	35.1	38.5	39.7	41.3	42.0
2009											
41.2											

Table 4: Expectations for the Job Market

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
83.5	85.2	80.0	84.5	82.9	82.5	84.1	84.5	85.8	83.6	84.8	83.3
2008											
83.5	83.4	81.1	82.5	81.7	81.6	80.7	82.3	81.8	78.8	81.9	79.6
2009											
80.5											

Table 5: Expectations for Personal Financial Health

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
57.3	53.4	50.8	52.0	51.1	53.0	54.9	50.3	51.5	51.9	52.6	53.7
2008											
49.1	54.6	47.7	46.0	48.1	48.3	46.6	48.1	51.7	45.2	46.8	46.3
2009											
44.9											

Table 6: Expectations for Buying CE

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
48.8	50.3	47.1	50.9	46.4	50.0	52.4	46.5	46.7	51.3	51.7	50.5
2008											
46.3	52.5	47.4	44.4	43.9	46.6	47.8	49.7	49.7	45.3	50.3	47.4
2009											
45.7											

Table 7: Expectations for Spending More on CE

2007											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
36.6	36.1	34.3	36.5	34.0	37.6	38.2	34.3	33.9	36.1	37.4	39.7
2008											
33.7	37.4	36.1	32.3	31.3	32.5	33.0	34.7	33.6	30.9	33.8	30.8
2009											
31.6											