

FOR IMMEDIATE RELEASE

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**CONSUMER CONFIDENCE IN ECONOMY IMPROVES, CONFIDENCE IN
TECH DROPS, ACCORDING TO CEA-CNET INDEXES**

Confidence in Tech at Lowest Level in More Than a Year

Arlington, Va., April 27, 2010 – Consumer confidence in the overall direction of the economy showed slight improvement from last month while confidence in technology dropped to its lowest level since March 2009, according to the latest figures released today from the Consumer Electronics Association (CEA)[®] and CNET (www.cnet.com).

The CEA-CNET Index of Consumer Expectations (ICE) rose to 164.1 points in April, an increase of more than one point. The ICE, which measures consumer expectations about the broader economy, is down more than four points from this time last year.

“Although there was a small improvement from last month’s lowest point of the year, the figures still reflect consumers’ hesitation towards the overall economy,” said Claudio.

The CEA-CNET Index of Consumer Technology Expectations (ICTE) fell in April to 72.3, down more than 11 points from last month. The ICTE is at its lowest level since reaching an all-time low in March 2009. The ICTE is down more than five points from this time last year.

“With tax season causing everyone to take a look at their finances, consumer reluctance to spend their disposable income is expected,” said Anne Claudio, vice president of research at CBS Interactive. “New technologies such as the iPad, 3DTV and IPTV are entering the market creating excitement but may also be contributing to consumers current wait and see approach.”

The CEA-CNET Indexes are comprised of the ICE and ICTE, both of which are updated on a monthly basis through consumer surveys. New data is released on the fourth Tuesday of each month. CEA and CNET have been tracking index data since January 2007. To find current and past indexes, charts, methodology and future release dates, log on to www.CEACNETindexes.org.

About CNET:

CNET (www.cnet.com) 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.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – The Global Stage for Innovation. All profits from CES are reinvested into CEA’s industry services. Find CEA online at www.CE.org.

UPCOMING EVENTS

- **LA Games Conference**
April 29, 2010, Los Angeles, CA
- **CEA Line Shows**
June 22-23, 2010, New York, NY
- **2010 SINOCES**
July 8-11, 2010, Qingdao, China
- **2010 CEA Industry Forum**
October 17-20, 2010, San Francisco, CA
- **i-stage**
October 18, 2010, San Francisco, CA
- **Digital Hollywood Fall**
October 18-21, 2010, Santa Monica, CA
- **CES New York Press Preview featuring CES Unveiled @ NY**
November 9, 2010, New York, NY
- **Future of Television East**
November 19, 2010, New York, NY
- **2011 International CES**
January 6-9, 2011, Las Vegas, NV