

FOR IMMEDIATE RELEASE

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**CONSUMER CONFIDENCE UNCHANGED IN DECEMBER, ACCORDING
TO LATEST CEA-CNET INDEXES**

Confidence in Consumer Electronics Drop; Still at Second Highest Level of Year

Arlington, Va., December 22, 2009 – Consumer confidence in the overall economy remained level in December, while confidence in consumer electronics (CE) and technology declined from last month’s record high, according to figures released today by the Consumer Electronics Association (CEA)® and CNET (www.cnet.com).

The CEA-CNET Index of Consumer Expectations (ICE) reached 165.2 in December, unchanged from November. The ICE, which measures consumer expectations about the broader economy, is down 2.7 points from this time last year.

“Consumers remain concerned about the overall health of the economy and are keeping a close eye on spending,” said Anne Claudio, vice president of research at CBS Interactive. “Instability in market forces continues to drive consumers’ worries about their own personal financial stability and will impact consumer spending now and potentially into 2010.”

Consumer confidence in technology and CE dropped nearly seven points this month to 86.8. The CEA-CNET Index of Consumer Technology Expectations (ICTE), is up 8.5 points from this time last year and is at the second highest level of the year. The ICTE measures consumer confidence in technology and consumer electronics.

“Many consumers purchased their electronics on Black Friday when manufacturers and retail stores offered deep discounts,” said Claudio. “Consumer electronics remain a must-have gift this holiday and a bright spot in the overall economy.”

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 \$172 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 – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

Field Code Changed

UPCOMING EVENTS

- **2010 International CES**
January 7-10, 2010, Las Vegas, NV
- **Digital Music Forum East**
February 23-24, 2010, New York, NY
- **Greener Gadgets**
February 25, 2010, New York, NY
- **EHX Spring 2010**
March 24-27, 2010, Orlando, FL
- **CEO Summit and Board Retreat**
June 16-19, 2010, Ojai, CA
- **CES on the Hill**
April 20-21, 2010, Washington, DC
- **Digital Patriots Dinner**
April 21, 2010, Washington, DC
- **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