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**CONFIDENCE IN CONSUMER ELECTRONICS AT HIGHEST LEVEL IN
HISTORY OF CEA-CNET INDEX**

Confidence in CE Soars in November

Arlington, Va., November 24, 2009 – Consumer confidence in consumer electronics reached the highest level in the history of the CEA-CNET Index, according to figures released today by the Consumer Electronics Association (CEA)® and CNET.

The CEA-CNET Index of Consumer Technology Expectations (ICTE) reached 93.5, the highest level of the index since tracking began in January 2007. The ICTE, which measures consumer expectations about technology spending, also saw the largest sequential increase in the history of the index. The ICTE climbed more than 14 points from October and is up more than nine points from this time last year. CEA's recent *16th Annual CE Holiday Purchase Patterns Study* underscored consumer's desire for technology in finding that 80 percent of individuals want consumer electronics as a gift this holiday, the highest results in the history of the study.

"This holiday shopping season is shaping up to be a digital one with consumers looking to purchase technology gifts," according to Shawn DuBravac, CEA's chief economist and director of research. "November's index results show consumers are eagerly anticipating purchasing electronics on Black Friday and during the rest of the holiday shopping season even with a difficult overall economic picture."

Consumer confidence in the overall economy -decreased this month. The CEA-CNET Index of Consumer Expectations (ICE) fell to 165.3, the lowest level since July 2008. The ICE, which measure's consumer expectations about the broader economy, is down nearly nine points from last month and down more than four points from this time last year.

"Consumers continue to worry about the overall direction of the economy," said DuBravac. "Concerns over a still declining job market and personal financial health persist among many Americans."

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
- **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