

FOR RELEASE

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**CONSUMER CONFIDENCE IN TECHNOLOGY RISES IN SEPTEMBER,
ACCORDING TO LATEST CEA-CNET INDEXES**

Overall Consumer Expectations Show Slight Decrease

Arlington, Va., September 22, 2009 – Consumer confidence in technology and consumer electronics jumped, while confidence in the overall economy fell slightly in September, according to the latest figures from the Consumer Electronics Association (CEA)® and CNET.

The CEA-CNET Index of Consumer Technology Expectations (ICTE) climbed more than six percent this month. The ICTE reached 83, bringing it near its level from the same period last year. The ICTE, which has climbed in five of the past six months, shows that expectations for buying CE products and services and spending more on these purchases both went up in September.

"The disposition of consumers towards spending on technology is improving at the right time for retailers and manufacturers with the holiday shopping season approaching," said Shawn DuBravac, CEA's economist and director of research.

The CEA-CNET Index of Consumer Expectations (ICE) fell 1.7 percent to 169.3 in September. The ICE, which measures consumer expectations about the broader economy, is down 2.7 points from this time last year, but has climbed in three of the last five months.

"The overall mood appears mixed in September, as many consumers are still guarded in their optimism about the overall economy and their future economic health," said DuBravac. "Concerns over personal employment jumped significantly in September, driving the overall index lower."

The CEA-CNET Indexes are comprised of the ICE and the 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 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.

UPCOMING EVENTS

- **2009 CEA Industry Forum**
October 18-21, 2009, Phoenix, AZ
- **2009 i-stage**
October 19, 2009, Phoenix, AZ
- **Digital Hollywood Fall**
October 19-22, 2009, Los Angeles, CA
- **CES New York Press Preview featuring CES Unveiled @ NY**
November 10, 2009, New York, NY
- **Future of Television East**
November 18-19, 2009, New York, NY
- **2010 International CES**
January 7-10, 2010, Las Vegas, NV

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