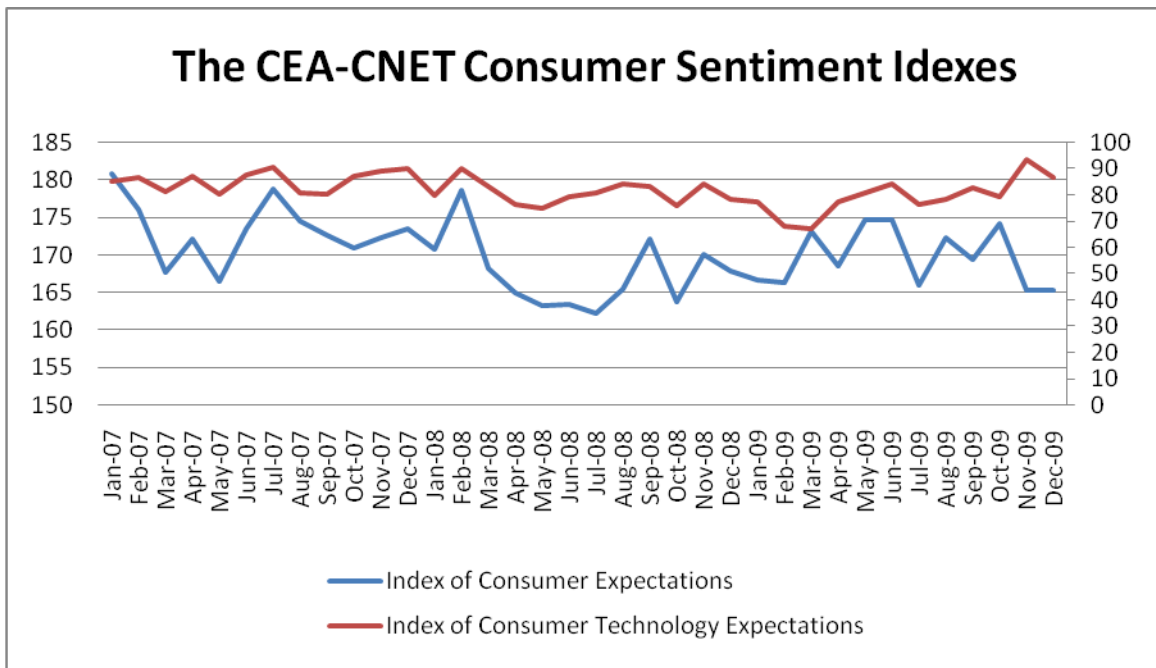


The CEA-CNET Consumer Sentiment Indexes

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 December report highlights, consumer expectations remained the same as seen in November. While the index typically fluctuates month-to-month, this month there was consistency in consumer sentiment about the economy during the holiday season. The outlook for consumer electronics sales declined by almost seven points in December, although the results for November and December 2009 are both higher than the same months in 2008.



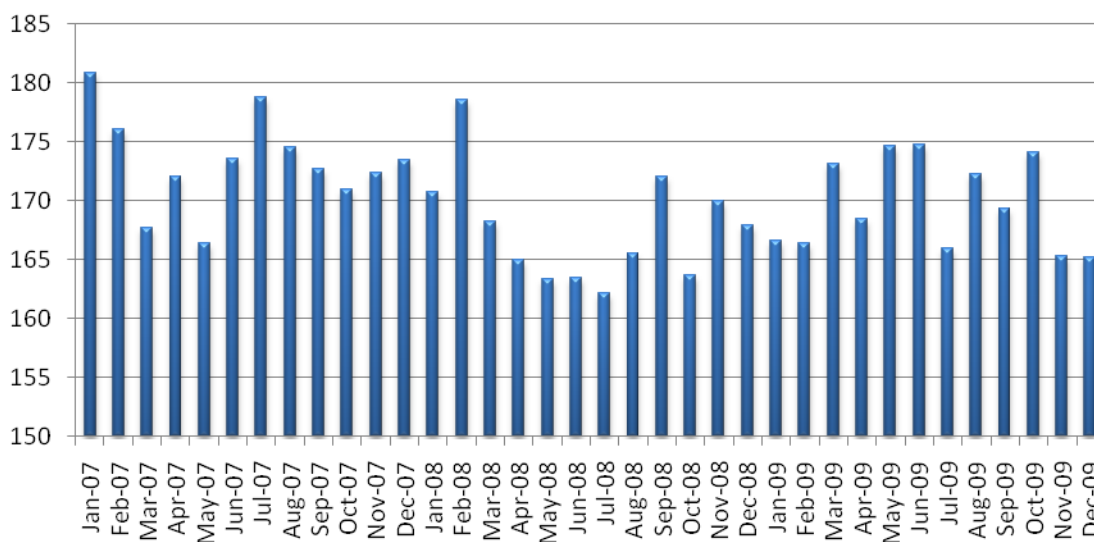
The CEA-CNET Index of Consumer Expectations

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	166.4	173.1	168.5	174.6	174.7	165.9	172.2	169.3	174.1	165.3	165.2

CEA-CNET Index of Consumer Expectations



- In December, the CEA-CNET Index of Consumer Expectations remained the same as seen in November, each down about nine points from October.
- Index results indicate that sentiment around the overall economy improved this month, as sentiment around personal financial stability declined. This shift indicates that consumers continue to feel the effects of recession.

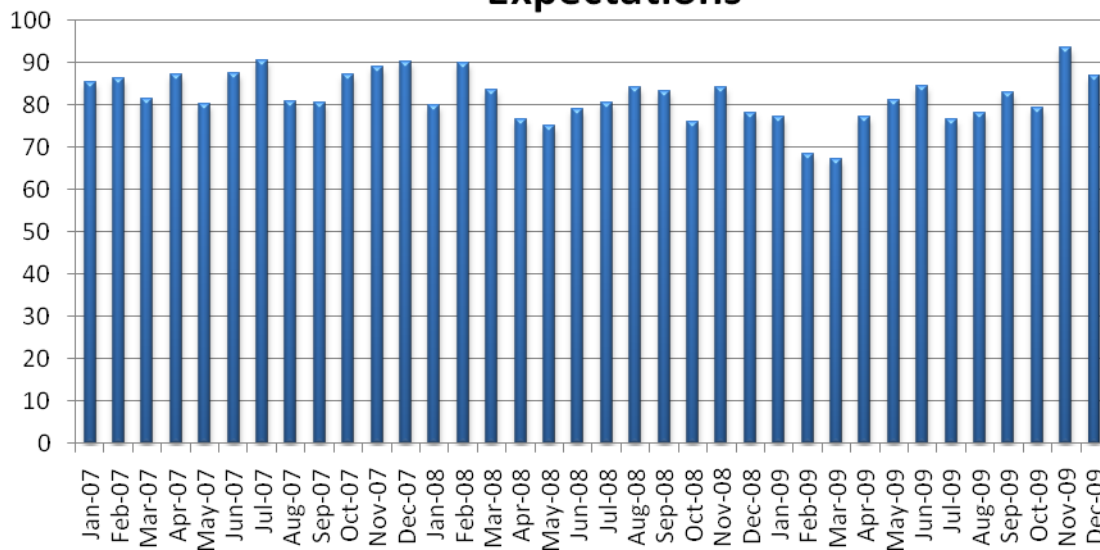
The CEA-CNET Index of Consumer Technology Expectations

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	68.4	67.2	77.4	81.1	84.4	76.6	78.2	83.0	79.3	93.5	86.8

CEA-CNET Index of Consumer Technology Expectations



- In December, the CEA-CNET Index of Consumer Technology Expectations (ICTE) declined by just under seven points, but remains higher than any pre-holiday season results. While sentiment around the overall economy was stagnant this month, this index indicates that consumers' likelihood to purchase CE is

relatively high during the holiday season in 2009 as expected, as well as higher than the results from the same time last year.

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	38.7	44.1	43.7	46.8	47.8	42.7	43.7	44.8	42.1	38.2	41.3

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	82.6	78.8	78.5	78.2	77.0	77.5	81.4	76.2	81.9	78.0	78.0

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	45.1	50.2	46.4	49.6	49.8	45.7	47.1	48.3	50.1	49.0	45.9

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	41.0	40.6	45.1	46.5	49.6	45.4	45.6	49.7	48.1	54.3	52.5

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	27.5	26.6	32.3	34.5	34.8	31.2	32.6	33.4	31.2	39.2	34.3