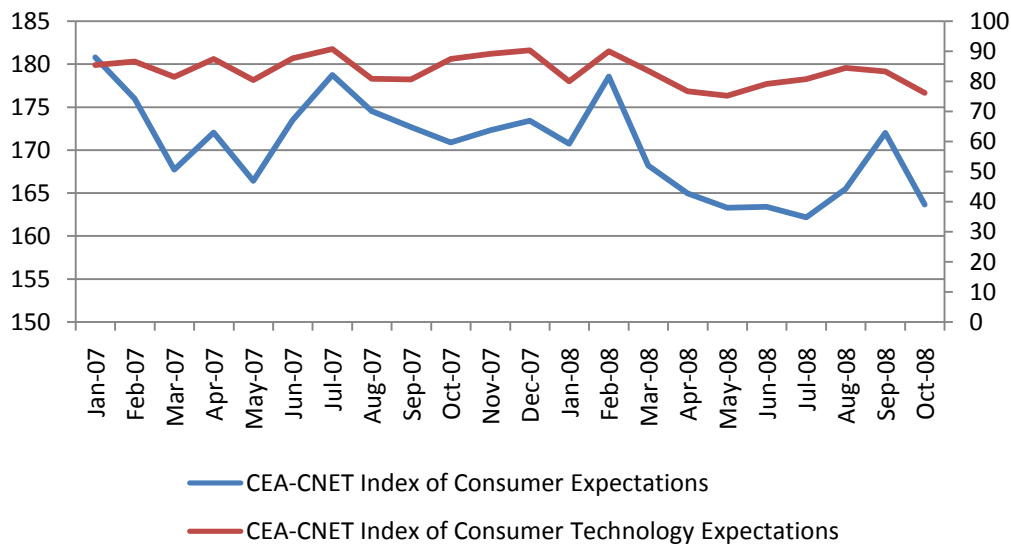


The CEA-CNET Consumer Sentiment Indexes

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 October report highlights, consumer expectations dipped to one of its lowest points since inception. Given the events over the past few weeks, it is not surprising that consumers are particularly concerned about their job security and personal financial health. Consumer spending for technology also took a hit this past month, putting it below the levels during the same period last year.



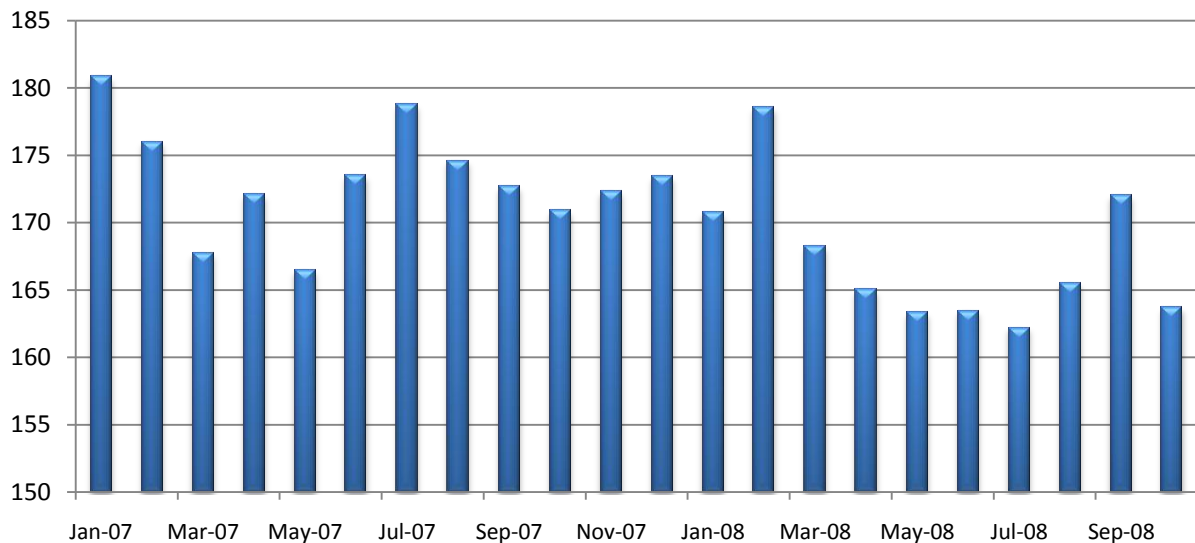
The CEA-CNET Index of Consumer Expectations

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		

CEA-CNET Index of Consumer Expectations



- The CEA-CNET Index of Consumer Expectations dipped this past month, reflecting the recent events in the market. The beginning of the fourth quarter shows confidence declined on a year-over-year basis.
- Mean expectations that the U.S. Economy will be better off in the next 12 months than it is today increased for a fourth consecutive month. However, large decreases were seen when looking at the mean expectations for personal financial health. The uncertainty with the job market reached an all-time high this month.

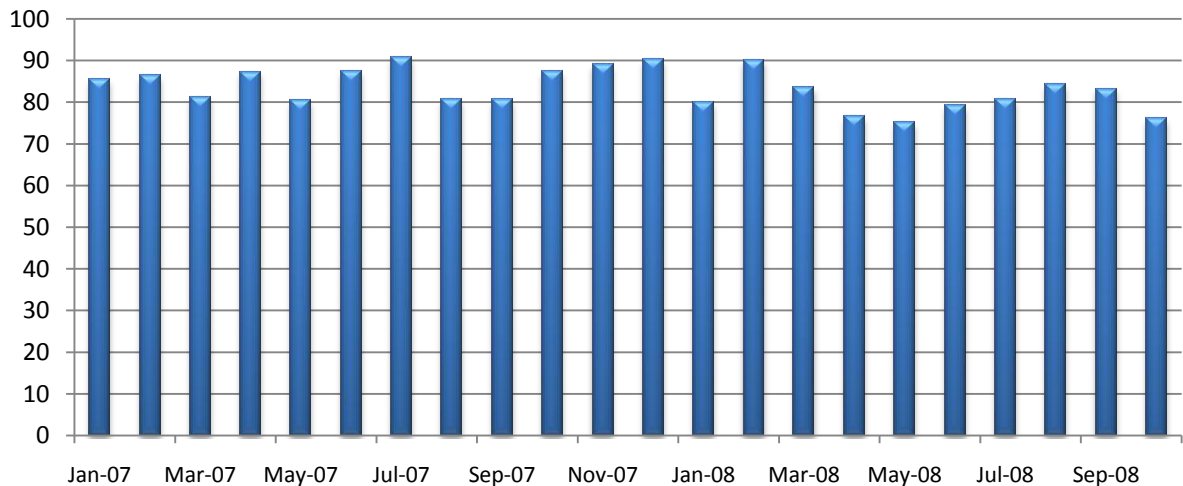
The CEA-CNET Index of Consumer Technology Expectations

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		

CEA-CNET Index of Consumer Technology Expectations



- The CEA-CNET Index of Consumer Technology Expectations (ICTE) saw a fairly substantial decrease this month. The ICTE is lower on a year-over-year basis, ending the upward trend seen in recent months.
- Mean expectations for buying consumer technology in the next 12 months and mean expectations for spending more on consumer technology were both lower than the past 4 months.

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		

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		

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		

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		

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		