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**CONSUMER CONFIDENCE CLIMBS IN JANUARY, ACCORDING TO  
CEA-CNET INDEX**

*Consumer Confidence Highest in Seven Months*

**Arlington, Va., January 26, 2010** – Consumer confidence in the overall economy rose in January to the highest level in seven months, according to the latest figures released today from the Consumer Electronics Association (CEA)® and CNET ([www.cnet.com](http://www.cnet.com)).

The CEA-CNET Index of Consumer Expectations (ICE) rose to 172.9 this month, an increase of nearly eight points from last month. The ICE, which measures consumer expectations about the broader economy, reached its highest level since June 2009 and is up more than six points from this time last year.

“The latest figures confirm that recovery in the overall economy is continuing,” said Shawn DuBravac, CEA’s chief economist and director of research. “While unemployment remains elevated, individuals are feeling more financially secure and less uncertain about their own job security, suggesting a sustainable, yet muted recovery is underway.”

The CEA-CNET Index of Consumer Technology Expectations (ICTE) is at 83.9, down three points from December. Overall, the ICTE, which measures consumer expectations about technology spending, is up nine and a half points year-over-year and is at its highest January figure since 2007.

“Controlling for seasonal fluctuations, consumer confidence in technology is strong,” said DuBravac. “After a strong holiday and a successful 2010 International CES, interest in technology remains high in 2010.”

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](http://www.CEACNETindexes.org).

**About CNET:**

CNET ([www.cnet.com](http://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 \$165 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](http://www.CE.org).

**UPCOMING EVENTS**

- **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 SINO CES**  
July 8-11, 2010, Qingdao, China
- **2010 CEA Industry Forum**  
October 17-20, 2010, San Francisco, CA