



Consumer Electronics Association

1919 South Eads Street

Arlington, VA

22202 USA

(866) 858-1555 toll free

(703) 907-7600 main

(703) 907-7601 fax

www.CE.org

May 8, 2007

Dear Representative:

On February 17, 2009, our nation will complete the transition to digital television broadcasting. The Consumer Electronics Association (CEA), which represents more than 2,100 corporate members, including both consumer electronics manufacturers and retailers, is leading efforts to educate consumers on the transition to digital.

CEA's most recent outreach efforts include the consumer education website www.myCEknowhow.com, retailer education and a satellite media tour (SMT) featuring "back to the basics" questions about the transition from analog to digital. CEA also is proud to be a founding member of the Digital Television Transition Coalition, which launched on February 28, 2007. The Coalition is focused on educating the public to ensure that no consumer loses access to over-the-air broadcasting because of a lack of information about the transition. The Coalition unites manufacturers, broadcast and cable companies, and public interest groups in this nationwide education campaign, which includes the informative website www.dtvtransition.org.

In the coming months, you will almost certainly receive constituent inquiries regarding the transition. Some of these questions may include:

- What do I need to do to ensure that my television(s) continue working after February 17, 2009?
- Am I required to buy a digital or high definition television?
- I have cable/satellite, how will the transition impact me?
- Do I need to buy a digital-to-analog converter box? If so, how much will it cost me?

CEA has assembled a packet of useful information to help you answer these important questions. The packet includes a list of frequently asked questions, talking points for constituent inquiries, a sample letter to constituents, a CD containing an electronic version of each document and other resources to ensure that you and your constituents have the most current information available.

Together we look forward to ensuring a smooth and successful transition to digital broadcasting.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Shapiro".

Gary Shapiro
President and CEO