

FOR RELEASE

Contact:

Tara Dunion
tel: 703-907-7419
e-mail: tdunion@CE.org
www.CE.org

or

Sarah Szabo
tel: 703-907-4368
e-mail: sszabo@CE.org
www.CESweb.org

CEA ANNOUNCES PARTNERSHIP WITH NATIONAL U.S.-ARAB CHAMBER OF COMMERCE

NUSACC and CEA to Promote Consumer Technology Business Opportunities to Arab Nations

Arlington, Va., June 15, 2009 – The Consumer Electronics Association (CEA)[®] today announced an official partnership with the National U.S.-Arab Chamber of Commerce (NUSACC)[®] to foster consumer technology business opportunities between U.S. and Arab companies, and to promote attendance at CEA's flagship event, the International CES[®], through delegations from Arab markets. The world's largest tradeshow for consumer technology, the 2010 International CES is scheduled January 7-10, 2010, in Las Vegas, Nevada.

"The Middle East and North Africa region is one of the fastest growing markets in the world, representing \$7 billion in annual electronics business. CEA is thrilled to partner with NUSACC to promote the consumer technology industry, and the International CES, to this dynamic marketplace," said Gary Shapiro, president and CEO, CEA. "International business opportunities fuel growth in the technology industry, and CEA's partnership with NUSACC helps companies conduct business in this important part of the world."

"The National U.S.-Arab Chamber of Commerce looks forward to working with CEA to generate innovative programs in the Arab world that encourage understanding of consumer technology," said David Hamod, president and CEO of NUSACC. "For starters, our chamber will begin working with our partners in the region to raise awareness of the International CES in January 2010."

Each year, consumer technology professionals from around the world convene at the International CES to experience the latest technology innovations, forge partnerships and conduct business. The 2009 International CES, which ran January 7-10, drew 113,085 attendees, including 4,847 technology professionals from the Middle East/Asia.

The 2010 International CES will feature cutting-edge technologies from more than 2,000 exhibitors, covering 30 product areas, including the latest innovations in content, wireless, applications, home theater, digital imaging and more. For more information on the 2010 CES, visit www.CESweb.org.

About NUSACC:

The National U.S.-Arab Chamber of Commerce (NUSACC), established 40 years ago, is America's longest serving organization dedicated to U.S.-Arab business. NUSACC is widely regarded as the voice of American business in the Arab world and the premier portal to the United States for Arab commercial enterprises. With offices in New York, Houston, Los Angeles, and its headquarters in Washington DC, NUSACC is well positioned to fulfill its mission to "promote, support, and strengthen U.S.-Arab business and economic cooperation." www.nusacc.org

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

- **13th Annual CEO Summit**
June 17-20, 2009, Dana Point, CA
- **SINOCES 2009**
July 9-12, Qingdao, China
- **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

###