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HISENSE CHAIRMAN, ZHOU HOUIJIAN, TO DELIVER KEYNOTE ADDRESS AT 2010 CES

Keynote Demonstrates CES' Strength as the Top Event for Global Companies

Arlington, Virginia

9/9/2009

The Consumer Electronics Association (CEA)[®] today announced that Zhou Houjian, chairman, Hisense, will deliver a keynote address at the 2010 International CES[®] as part of the third annual Technology and Emerging Countries (TEC) Program, which focuses on technology's role in advancing economic development. Owned and produced by CEA, the 2010 International CES is the world's largest tradeshow for consumer technology and the largest exhibition platform of global technology companies. The 2010 CES returns to Las Vegas, January 7-10, 2010.

“CES is the tradeshow where global companies do business, and Zhou Houjian is a key addition to the CES keynote lineup because of Hisense's stature in China and its growing presence in the worldwide electronics industry,” said Gary Shapiro, president and CEO, CEA. “Global companies know that CES is the best venue for exhibiting and making deals, and we are pleased to welcome a major multinational company like Hisense to the CES keynote stage to unveil its innovative global vision.”

Zhou Houjian will give his keynote presentation as part of the TEC Program at the 2010 International CES at 4 p.m., Friday, January 8, in the Hilton Theater.

Under Zhou Houjian's leadership, Hisense Group Co. Ltd. has grown from a small regional multimillion dollar company to a large global multibillion dollar conglomerate. With a worldwide workforce of more than 60,000 employees, Hisense has over 300 sales companies and more than 60,000 service outlets around the globe. It has 13 manufacturing facilities in China, as well as in North and South Africa, and France ([Hisense Productive Force](#)). In addition, it has three R&D facilities in China, as well as in the U.S., South Africa, and Belgium. Its products are exported to 130 countries and regions throughout the world.

Zhou joined Hisense Group Co. Ltd., known then as the Qingdao Television Factory, in 1982. He was appointed General Manager in 1992. The company was then renamed Hisense Electric Co. in 1994. Since then, Zhou has served as President of Hisense Group Co. Ltd.; Chairman and General Manager of Qingdao Electronic Instrumentation Company and Office Director of Qingdao Electronics industry. Currently, he serves as Chairman of Hisense Group Co., Ltd. Zhou has twice won the honor of “China Central Television's Business Man of the Year” (2000 and 2005), a similar award to *Time Magazine's* Man of the Year. He is also recognized as one of the most influential persons since China's economic reform policy was established in 1978 and has been named as one of the “Top Ten Electronic Information Leaders since China's Economic Reform.”

The 2010 CES marks the first time that an executive from Hisense has delivered a keynote address at the International CES. Houjian will join other confirmed CES keynote speakers including Microsoft's Steve Ballmer and Intel's Paul Otellini.

For information on all of the global companies exhibiting at the 2010 International CES, and to register, please visit www.CESweb.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.