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OLLI-PEKKA KALLASVUO TO DELIVER KEYNOTE ADDRESS AT 2010 CES TEC PROGRAM

International CES and USTDA Announce Program on Technology's Role in Economic Development

Arlington, Virginia

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The Consumer Electronics Association (CEA)[®] today announced that Olli-Pekka Kallasvuo, CEO, Nokia, 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 furthering economic and sustainable development. Owned and produced by CEA, the 2010 International CES, the world's largest tradeshow for consumer technology, returns to Las Vegas, January 7-10, 2010.

“Olli-Pekka Kallasvuo is an inspirational leader and his company's products are truly making a difference in advancing economic growth in the developing world,” said Gary Shapiro, president and CEO, CEA. “We are thrilled to welcome Kallasvuo to the CES keynote stage as part of the 2010 TEC program and look forward to hearing his vision for furthering sustainable development in emerging markets.”

Kallasvuo will kick off the TEC Program at the 2010 International CES with a keynote address at 9 a.m., Friday, January 8, in the Hilton Theater. Kallasvuo was appointed president and CEO of Nokia in 2006. He has held several executive positions after joining Nokia in 1980 as corporate counsel, including executive vice president, North America; Chief Financial Officer and Chief Operating Officer. Kallasvuo has been a member of the Group Executive Board of Nokia since 1990, and was nominated to the Nokia Board of Directors in May 2007. He has been Chairman of the Board of Nokia Siemens Networks since its formation in 2007.

Kallasvuo joins other CES keynote speakers including Microsoft's Steve Ballmer and Intel's Paul Otellini, as well as Hisense Chairman Zhou Houjian, who will also deliver a TEC keynote address.

To broaden the scope of the TEC Program at the 2010 CES, CEA has also partnered with the U.S. Trade and Development Agency (USTDA). In addition to sponsoring delegates from six emerging economies, USTDA will host and sponsor three panel discussions focusing on energy efficiency, health and education. A complete agenda for the 2010 TEC Program will be available in the fall at www.CESweb.org.

For more information, or to register for the 2010 International CES, 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.