

STATEMENT OF CONSUMER ELECTRONICS RETAILERS COALITION (CERC)

At Launch of DTV Transition Coalition – February 28, 2007

I am Marc Pearl, Executive Director of the Consumer Electronics Retailers Coalition. CERC has taken our role as consumer educator on the DTV Transition very seriously for more than two years now. Our members include, Amazon.com; Best Buy, Circuit City, RadioShack, Target, Sears, Wal-Mart, the North American Retail Dealers Association, the Retailers Industry Leaders Alliance and the National Retail Federation. We also work closely with individual state retail associations.

In 2005, in cooperation with the FCC and CEA we co-branded and distributed a special “Tip Sheet” on the DTV Transition. Immediately after the Transition legislation was passed, we published a comprehensive consumer guide, “**What You Need to Know about the February 17, 2009 DTV Transition.**” Copies are available on the table, and it is the lead item on our website. It will be updated and republished once we know what the rules and procedures will be on the DTV Converter Box and Coupon Program. We have also made electronic posters available, with links to the full Guide.

We have supported the coalition effort being announced today, going back close to a year and a half ago when Mark Erstling and John Lawson of Association of Public Television Stations and I met to begin to outline the need to bring broadcasters, manufacturers, cable & satellite providers, retailers and consumer organizations together.

Retailers play a pivotal role in helping consumers understand what products or services they need (or already possess) that will bring the reality of digital technology and content into their homes, and we look forward to working with this important coalition.

CERC represents small and medium, as well as the largest consumer electronic retail businesses. Our members operate in all 50 states and will be on the “front lines” of this transition. CERC’s goal is to educate, advocate and instill continued consumer and market confidence. However, it will take the efforts of us all to help the public understand that they face a problem that is complicated to explain, but that has some fairly simple potential solutions. Indeed, part of our job will be to help many people understand that while they may *think* they have a problem, in reality they are already well-equipped to deal with this transition and enjoy the benefits of digital television.

It is essential that nobody lose a TV signal due to lack of accurate information. We also think it is important for consumers to understand what is *offered* to them through a separate yet parallel transition – the one to HDTV. Helping consumers to understand what is offered by each transition – and the difference between the two – is an important objective for all of us.

Thank you