

Consumer Electronics Retailers Coalition



For Immediate Release

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CERC Praises Federal Agencies and Congress at the ‘Official End’ of the DTV Transition

An Historic National Effort Ends in a Win for Millions of Consumers

WASHINGTON, D.C. — Monday, November 9 represented an historic passage for millions of Americans. It was the final day on which the \$40 federal DTV Converter Box Coupons, issued by the National Telecommunications and Information Administration (NTIA), could be redeemed by retailers. The Consumer Electronics Retailers Coalition (CERC) is pleased to note that this program concluded quietly, efficiently, and without complaint. By its end, retailers had aided consumers by redeeming approximately 35 million government coupons.

Though a long and winding road, “the DTV Transition has been an outstanding success, a true partnership between federal agencies, retailers, product suppliers, broadcasters, and others working together to educate and serve millions of Americans,” stated Chris McLean, Executive Director of CERC.

CERC members were the core participants in the NTIA Coupon program. Participation required revising their point of sale sales systems for all products, and meeting strict certification and audit criteria. CERC and its members also, worked proactively with the Federal Communications Commission, Members of Congress, and its partners in the DTV Transition Coalition to make the transition a success in every respect. “The fact that the Coupon program ended quietly and with almost no public notice speaks to the hard work and effort so many people poured into the process.” stated McLean.

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About CERC: The Consumer Electronics Retailers Coalition (CERC) is a public policy organization consisting of the major retailers of consumer electronics products including Amazon.com, Best Buy, RadioShack, Sears, Target, Walmart, and the leading industry trade associations - National Retail Federation (NRF) and Retail Industry Leaders Association (RILA).