

Consumer Electronics Retailers Coalition



www.ceretailers.org

For Immediate Release

Robert S. Schwartz

202.756.8081

info@ceretailers.org

or

Glen Cooney

202.292.4600

glen.cooney@cercteam.com

Updated CERC Consumer DTV Guide Now Available

What Consumers Need to Know about the “DTV Transition” and the NTIA “TV Convert Box Coupon Program”

Washington, D.C. – The Consumer Electronics Retailers Coalition (CERC) has posted its updated Consumer DTV Guide entitled, *What Consumers Need To Know About The “DTV Transition” And The NTIA “TV Converter Box Coupon Program”* on the CERC website, www.ceretailers.org.

CERC counsel Robert Schwartz said that the updated CERC Guide is intended to assist consumers in finding the products and the help they need as the Transition moves into the second half of 2008. Like earlier revisions, this one will be translated and posted in Spanish as well. “CERC members are committed to a successful DTV Transition and have invested tremendous resources in educating staff and consumers, on a voluntary and proactive basis, about their DTV choices and opportunities,” Schwartz said.

One issue highlighted in the updated guide is the fact that it is lawful for consumers to assist friends, relatives, and neighbors, whose own Converter coupons may have expired, by sharing one of their own, so long as the Coupons are not sold or bartered. “The only requirement at retail is that the Coupon itself be valid and unexpired,” he said. Early data suggests that most consumers are requesting two coupons and in many cases only using one, so friends and neighbors may be able to help each other to obtain the Converters that they need.

The Guide also advises consumers in the event they have trouble with products or disputes with retailers that accept Coupons. “CERC members are working with government entities, public interest groups and the media to spread the word throughout the country about DTV transition, the NTIA coupon program and ways to enjoy the exciting benefits of digital television,” said Christopher McLean, Executive Director of CERC. CERC encourages interested entities to reproduce and distribute its Guide and to provide suggestions for future updates. (See <http://www.dtv.gov/partners.html>.)

About CERC: The Consumer Electronics Retailers Coalition is a public policy issue organization consisting of the major specialty retailers of consumer electronics products and retail associations. CERC members include Amazon.com, Best Buy, Circuit City, K-Mart, RadioShack, Sears, Target, Wal-Mart, and the leading retail industry trade associations – NARDA, NRF and RILA. Visit: www.ceretailers.org.

###