

2010 PRELIMINARY SHOW HIGHLIGHTS:

Who's there, why you need to be

These unaudited numbers are based on data gathered during the registration process, both before and at the show. Fully audited numbers will be available in May 2010.

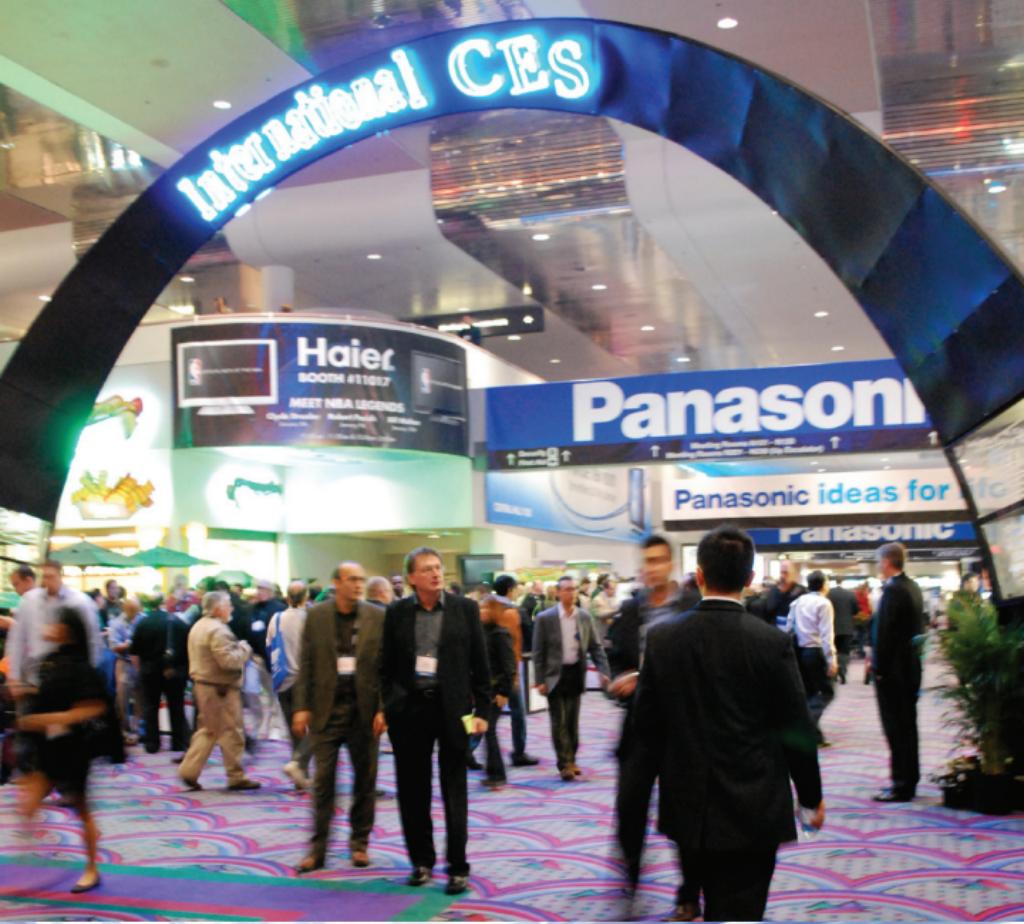
ATTENDEE PROFILES

EXHIBITS-ONLY ATTENDEES	78,920
EXHIBITORS	41,255
CONFERENCE ATTENDEES	2,345
PRESS	4,877
FINANCIAL AND MARKET ANALYSTS	967
BLOGGERS	585
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TOTAL	128,949

INTERNATIONAL ATTENDANCE

	Total Number	Percent of All Attendees (128,949)
INTERNATIONAL ATTENDEES (CONFERENCE AND EXHIBIT-ONLY ATTENDEES)	16,788	13%
INTERNATIONAL EXHIBITORS	6,390	5%
INTERNATIONAL PRESS, FINANCIAL AND MARKET ANALYSTS, BLOGGERS	1,397	1%
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TOTAL	24,575	19%

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THE GLOBAL STAGE FOR INNOVATION

DECISION MAKERS

PRESIDENT/CEA/OWNER	15,966
CFO	978
COO	833
CIO/CTO	1,440
CMO	346
CXO	271
VICE PRESIDENT	6,374
DIRECTOR	7,986
GENERAL MANAGER	2,311
TOTAL	45% OF ATTENDANCE* 36,505

*ATTENDANCE = EXHIBIT-ONLY ATTENDEES AND CONFERENCE ATTENDEES

PRESS COVERAGE

Many press, analysts and bloggers traveled to the 2010 CES, including representatives from top media outlets like ABC, BBC, CBS, CNN, NBC Universal, *The New York Times*, NPR, *USA Today* and *The Wall Street Journal*.

COUNTRIES REPRESENTED	63
PRINT PRESS	30%
ONLINE/WIRE PRESS	52%
BROADCAST PRESS	18%

% = PERCENTAGE OF OVERALL PRESS

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