

Press and Investor Relations Kit Distribution

Your exhibitor press and IR kits provide information about your company to the press and analysts that attend CES. All exhibitor press/IR kits will be distributed from the press room in cubicles labeled alphabetically by company name. Electronic press kits and releases are distributed to media and analysts in attendance as well as thousands who cannot make it to the show. Only kits of exhibitors at CES are distributed from the press room. Exhibitors sharing booth space must be officially listed in the *CES directory* to have their press kits distributed.

Exhibitors at the Sands are encouraged to send their press materials to the Sands press room, while exhibitors at LVCC should send theirs to the press room at the LVCC.

Delivery Address and Timeline

Shipped press/IR kits should arrive between December 31, 2007 and January 5, 2008. Press kits may also be dropped off during press room hours throughout the show.

Electronic press kits may be ordered and set-up at any time prior to, during and even after the event.

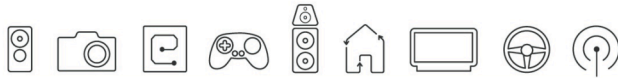
If you plan on shipping your press kits to the press room, please mark them to arrive at the LVCC December 31, 2007 - January 5 2008. Due to the volume of shipments arriving into the LVCC and the Sands, all shipments arrive at the same distribution center and are then delivered accordingly, which usually takes 2-3 days.

Press Kit Mailing Address

LVCC Exhibitors	Sands/Venetian Exhibitors
2008 International CES c/o GES Exposition Services Exhibitor Name Deliver To: PRESS ROOM, S229 Las Vegas Convention Center 3150 Paradise Rd. Las Vegas, NV 89109 Phone: (before 1/1/08) (703) 907-7603 prcontacts@CE.org	2008 International CES c/o GES Exposition Services Exhibitor Name Deliver To: PRESS ROOM, Room 203 Sands Expo and Convention Center 201 Sands Ave. Las Vegas, NV 89109 Phone: (before 1/1/08) (703) 907-7603 prcontacts@CE.org

2008 International CES Press Release Information

Press Releases are an ideal way to keep the press up-to date on your organization's news and activities at CES. Keep in mind that a press release is only as good as the news it announces. A release that is not newsworthy is unlikely to be read or covered no matter how eloquently written, or where distributed. Use press releases for newsworthy issues, and use a less formal means to communicate the small stuff.



Tips on Press Releases

- Unless a release date is vital, "For Immediate Release" is acceptable.
- A contact name with title, office phone, **on-site phone** and e-mail must be included

FOR IMMEDIATE RELEASE

Contact: **Jane Doe**
 Company Representative
 Phone: (123) 456-7890
 On-Site Phone: (456) 789-0123
 jdoe@exhibitor.com
 www.exhibitor.com

- Headline should be informative and grab the reader's attention.
- The dateline should include date and location (Las Vegas, if being released during show).
- Avoid clichés and jargon that people outside the industry will not understand.
- Be concise and use proper grammar.