



DEFINING TOMORROW'S TECHNOLOGY

Attendee Audit Summary Results

January 8 - 11, 2004

Las Vegas, Nevada

www.CESweb.org

PRODUCED BY  **CEA**

The CEA logo consists of a stylized sunburst or starburst design enclosed within a circle, followed by the letters "CEA" in a bold, sans-serif font.

Letter from CEA



Gary Shapiro
President and CEO
CEA



Karen Chupka
*Vice President,
Events and Conferences*
CEA



Dear International CES Exhibitor and Prospective Exhibitor:

The International CES® has an excellent track record as America's largest annual tradeshow and the world's largest consumer technology tradeshow, since 2000.

The International CES is one of the first organizations to establish industry standards for the verification of show records and attendee demographics. We're prepared to help you build your brand at the industry's most important event and maximize your return on investment.

For the eighth consecutive year, we respectfully present key International CES data and provide you with an accurate account of our attendee information, audited from an outside, independent source: VERIS Consulting LLC, a trusted fiduciary to associations and tradeshows for more than 15 years.

The consumer electronics industry is changing. The International CES focus has always been on the consumer electronics retail channel. With new players entering the market, CES has evolved into the one event that brings together all the players in the marketplace. At CES you'll meet Fortune 500 leaders, international dealers, government buyers and other growing non-retail audiences. We hope this audit helps you understand who the new players are and the expanding breadth of the industry.

Through our impeccable record-keeping procedures and the International CES' commitment to the VERIS Consulting audit process, we deliver:

- Valuable, quality attendee demographics, unlike any show of this magnitude.
- Assistance in accurately evaluating and reaching your target audience.
- Data to help you maximize your return on investment.
- The assurance you need to confirm your worthwhile participation in the International CES.

How will you prepare to influence 130,000 industry professionals from 105 countries, more than 50,000 senior-level executives and final decision makers, 18,000 international attendees, 4,700 industry press and 1,800 financial analysts who attend the International CES? Use these accurate details of CES attendee profiles to make the most of your exhibit investment.

The International CES defines tomorrow's technology. It's your opportunity to demonstrate that you're an industry leader and evaluate new technologies, products and competitors. Get ready to meet the industry's most important players in Las Vegas, January 6-9, 2005. We look forward to seeing you there.

Gary Shapiro
President and CEO
CEA

Karen Chupka
Vice President, Events and Conferences
CEA

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Preface: Audit Sources

► PREFACE

The International CES, produced by CEA, is the world's largest consumer technology trade show, encompassing products and services for:

- Audio
- Digital Entertainment
- Digital Imaging
- Embedded Technologies
- Home Theater
- International Business
- IT
- Mobile Electronics
- Networked Home
- Video
- Wireless

At the International CES, you'll do more than exhibit. You'll build your brand and have a chance to make an impact on the world's leading technology visionaries. Discover emerging products, technology developments, business tools, vital networking opportunities and marketplace performances that help companies understand and expand business.

► SOURCES

The *2004 International CES Attendee Audit Summary* provides exhibitors and prospects with insight into who attends the International CES. Information included here was derived from:

- Veris Consulting's *2004 International CES Exhibition and Conference Audit Report*
- eBrain Market Research, a service of CEA, including on-site attendee surveys
 - *2004 International CES Post-show Exhibitor Survey*
 - *2004 International CES Post-show Attendee Survey*
 - *2004 International CES Post-show Government Survey*
- 2004 International CES Registration Data, provided by ExpoExchange
- *TWICE's* Top 100 CE Retailers List



► VERIS CONSULTING

Veris Consulting provides an independent, third-party verification of International CES attendance, attendee demographic information, records and record-keeping systems. The International CES wants our exhibitors to have valuable, accurate attendance data, to enhance market analysis and verify the show's credibility. This information will help you evaluate opportunities and maximize your ROI from the International CES.

Overall Attendance

2004 INTERNATIONAL CES ATTENDEES

GRAND TOTAL	132,853
Exhibit Only Attendance	86,071
Registered Exhibitors	37,681
Press	4,771
Financial/Market Analysts	1,820
Paid Conference Attendance (Domestic + International Premier)	2,210
Speakers	300

SOURCE: 2004 International CES Veris Audit Report

"The best show in terms of attendance, energy, news coverage and new customers in my 30 years in the consumer electronics industry."

Joseph P. Clayton,
President, and CEO,
Sirius Satellite Radio,
New York, NY

► CES ATTRACTS INDUSTRY LEADERS

"Attendees" =
Exhibit Only + Conference

88,281*

% OF ALL ATTENDEES

Senior Level Executives** <i>President/CEO/Owner, Vice President, Director, Business Development, General Manager</i>	35,009	40%
Final Decision Makers	31,133	35%
Significant Influence	26,226	30%
Research New Products	7,432	8%

*Does not include press, exhibitors or speakers.

**2004 International CES registration demographics more specifically identify Senior Executives as Presidents/CEOs/Owners, Vice Presidents, Directors and General Managers, than in years past.

SOURCE: 2004 International CES Veris Audit Report

Overall Attendance

"The excitement level from our customers, press and other show attendees has been excellent. For Pioneer Electronics, this is a very important show and an excellent vehicle to kick-off the new business year."

Henio Arcangeli Jr.
Senior Vice President, Sales
Support and Strategic Initiatives
Pioneer Electronics USA,
Long Beach, CA

► CES ATTRACTS INTERNATIONAL INDUSTRY ATTENDEES

	2004 International CES	% of Total Attendees	2003 International CES	% of Increase
International Attendees Conference & Exhibit Attendees	12,794	14%	11,508	11%
International Exhibitors, Speakers	4,568	5%	4,276	7%
International Press, Financial/Market Analysts	994	1%	822	21%
Total	18,356	21%	16,606	11%

SOURCE: 2004 International CES Veris Audit Report

The 2004 International CES attracted

- 62% of the Fortune 100 companies
- 49% of the Fortune 500 companies

SOURCE: 2004 International CES Registration Report; www.fortune.com/fortune/fortune500

INTERNATIONAL DELEGATIONS AT THE 2004 INTERNATIONAL CES

Eighteen delegations from these countries attended the 2004 International CES:

China*: 2 groups	Mexico*
Costa Rica	Philippines
Ecuador*	Taiwan
France: 3 groups	Ukraine
Japan*: 2 groups	United Kingdom*
Korea: 4 groups	

**New Delegations: Attending the International CES for the first time*

SOURCE: 2004 International CES Registration Reports

Attendee Profiles

► CLASSIFICATION BY PRIMARY JOB FUNCTION*

		"Attendees" = Exhibit Only + Conference 88,281
Job Function	Number	% OF ALL ATTENDEES
President/CEO/Owner	16,633	19%
Vice President	5,087	6%
Director	4,276	5%
Business Development	5,686	6%
General Manager	3,327	4%
Sales/Marketing Manager	5,776	7%
Engineer/Research & Development	5,372	6%
Sales Person	4,845	6%
Consultant	4,688	5%
Installer	2,603	3%
Service Technician	1,403	2%

* JOB FUNCTION was identified by three-fourth's of pre-registered International CES attendees. Approximately 17,500 additional attendees did not register online and did not specify a response to this question.

SOURCE: 2004 International CES Veris Audit Report

"2004 CES - Another phenomenal show! We had many dozen orders - more than any other show! It is absolutely the best marketing dollars we could spend - tremendous traffic!"

Skip West,
President, MAXSA,
Fairfax Station, VA

► OTHER INDUSTRY PLAYERS, IDENTIFIED BY JOB FUNCTION

		"Attendees" = Exhibit Only + Conference 88,281
	Number	% OF ALL ATTENDEES
Merchandising Manager, Store Manager, Sales/Marketing Manager, Sales Person	13,156	15%
Engineer, Research and Development, Content Developer	5,928	7%
Corporate, National, Regional Buyer	6,260	7%
Installer, Service Technician, Distributor	5,268	6%
Financial/Market Analyst	1,820	2%

Attendee Profiles

Company leaders meet at the International CES to investigate new technology and products and to initiate, enhance and solidify OEM relationships and B2B partnerships.

► CES BRINGS TOGETHER KEY INDUSTRY PLAYERS

With the convergence technologies, the International CES has evolved beyond a retail scope. It represents numerous technologies, from digital imaging to gaming, wireless, embedded technologies, home theater, home networking, mobile electronics, satellite, video and more. Take advantage of the growing B2B opportunities—and the chance to meet and interact with new content providers, carriers and engineers who attend the show.

► TYPE OF BUYER (BY PRIMARY BUSINESS TYPE)

"The 2004 CES is a fantastic world-class event; anyone doing anything of significance in relation to consumer electronics should be here!"

Paul W. D'Arcy,
Executive vice president,
Sanyo Fisher Co.,
Chatsworth, CA

"Attendees" =
Exhibit Only + Conference
88,281

	Number	% OF ALL ATTENDEES
Retail, Online Retailer	16,841	19%
Institutional, Corporate (Non-retail), Government*	4,465	5%
Premium/Catalog, VAR/Dealer	1,826	2%
Service Professional (Non-retail), Installation	6,039	7%
Distribution	6,693	8%
Total	35,864	41%

* "Government Buyer" was added to the 2004 International CES registration demographics, to capture more specific attendee demographics.

SOURCE: 2004 International CES Veris Audit Report

Attendee Profiles

► INDUSTRY AFFILIATES (BY PRIMARY BUSINESS TYPE)

"Attendees" =
Exhibit Only + Conference
88,281

	Number	% OF ALL ATTENDEES
Software Development, Publishing, Content Development, Broadcasting Industry, Film Industry	6,438	7%
Manufacturer's Rep/Manufacturer (Non-Exhibitor), Government (Non-buyer)	15,003	17%
Consulting	6,166	7%
Engineering	6,026	7%
Venture Capitalist, Business Developer	3,703	4%
Guest, Spouse, Other, Unclassified	7,780	9%
Total	45,116	51%

SOURCE: 2004 International CES Veris Audit Report

"All our key target constituents were at the 2004 International CES in force CE manufacturers, retailers, press and media, government officials, auto makers, semiconductor manufacturers and our schedule was full. There is no other single even which could provide us so much value."

Bob Struble,
President and CEO,
iBiquity Digital Corp.,
Columbia, MD

Go Wireless at CES

Everywhere you look at the International CES, you'll see products related to wireless technologies. Every major representative from niche markets such as carriers and providers is represented at the International CES, including the most senior executives from:

AT&T Wireless, Bell Canada, CellularOne, Cingular, France Telecom
GoAmerica, Nextel, NTT Communications, Sprint PCS, Qwest
Communications Verizon Wireless, VirginMoblie and Worldcom.

The International CES attracts every major component of the direct and indirect wireless retail channel, from master agents to direct channels, to big box and boutique shops.

SOURCE: 2004 International CES VERIS Audit Report

Attendee Profiles

► CLASSIFICATION BY PRIMARY BUSINESS TYPE

"Attendees" =
Exhibit Only + Conference
88,281

Primary Business Type	Number	% OF ALL ATTENDEES
Retail	16,841	20%
Distribution	6,693	8%
Manufacturing (Non-Exhibitor)	8,347	15%
Manufacturer's Representative	5,301	6%
Engineering	6,026	7%
Corporate (Non-Retail)	3,303	4%
Consulting	6,166	7%

SOURCE: 2004 International CES Veris Audit Report

► GROWING BUSINESS TYPES AT CES

Get Your Brand Noticed

- One out of three attendees at the show is there for the first time.

Attendee Profiles

► TOP ELECTED GOVERNMENT OFFICIALS AT THE INTERNATIONAL CES

Government and Business: Working Together at the International CES.

CEA is actively involved in programs that affect the laws and regulations impacting your bottom line.

The International CES attracts more government attendees than any other non-government trade show. More than 130 leaders from the federal and foreign governments attended the 2004 International CES and participated in industry conference sessions. Officials from the Federal Communications Commission, Federal Trade Commission and the Senate and House of Representatives joined government technology officials from other countries including Germany, Korea and Japan at the International CES, adding to the show's global flair.

Key government officials at the 2004 International CES included:

U.S. Congress

13 House of Representatives Members

Representative Joe Barton

Representative Shelly Berkley

Representative Michael Bilirakis

Representative Steve Buyer

Representative Philip Crane

Representative Thomas Davis

Representative Elliot Engel

Representative Charlie Gonzalez

Representative Gene Green

Representative Darrell Issa

Representative Christopher John

Representative Lee Terry

Including Staff from the House Offices of:

Commerce

Government Reform

House Energy and Commerce Committee

House Judiciary Committee

Office of the Majority Whip

Office of the Speaker

Small Business

Transportation and Infrastructure

Ways and Means

6 U.S. Senators

Senator George Allen

Senator Norm Coleman

Senator Byron L. Dorgan

Senator John Ensign

Senator Robert Lamutt

Senator John E. Sununu

A Word from 2004 International CES Government Attendees

97% said their experience at CES was valuable to very valuable.

95% of the government representatives surveyed walked away from CES with a better understanding of public policy issues facing the industry.

98% said they learned something new about the CE industry.

76% said they now have a more positive impression of the CE industry.

50% rated the conference sessions they attended visited 21 to 50 companies.

More than half of the government attendees visited 21-50 companies

SOURCE: 2004 International CES
Post-show Government Survey

35 Senate Representatives, including staff from the offices of:

Antitrust, Competition Policy, and Consumer Rights, Judiciary Committee
Appropriations Committee
Committee on Environment and Public Works
Committee on Health, Education, Labor and Pensions
Select Committee on Ethics
Senate Commerce Committee
Senate Commerce, Science and Transportation Committee

Senate Republican Conference

Office of the Hon. Byron Dorgan	Office of the Hon. Lindsey Graham
Office of the Hon. Saxby Chambliss	Office of the Hon. Max Baucus
Office of the Hon. Harry Reid	Office of the Hon. Barbara Boxer
Office of the Hon. Thomas Carper	Office of the Hon. Christopher "Kit" Bond
Office of the Hon. Hilary Clinton	Office of the Hon. John Ensign
Office of the Hon. Richard Durbin	Office of the Hon. Larry Craig
Office of the Hon. Ernest Hollings	Office of the Hon. Bryon Dorgan/Bismarck Office
Office of the Hon. Byron Dorgan	Office of the Senate Majority Leader
Office of the Hon. Norm Coleman	Office of the Hon. John Ensign

Consumer Product Safety Commission

Senior Policy Advisor to the Chairman

Federal Communications Commission

Chairman Michael K. Powell
Commissioner Jonathan Adelstein
Office of Commissioner Abernathy
DTV Task Force
Engineering Division
Office of Strategic Planning and Policy Analysis
Office of Engineering and Technology
Media Bureau
Wireless Bureau
Office of the Chairman
Wireless Telecommunications Bureau
Competition Policy Division
Office of Plans and Policy

Federal Trade Commission

Commissioner Pamela Jones-Harbour
Commissioner Orson Swindle
Commissioner Mozelle W. Thompson
Chief of Staff to Commissioner Swindle
Attorney Advisor

NEW! International Leaders in Technology

Dr. Daeje Chin Minister, Ministry of Information and Communications, Korea
Mattias Kurth, President, Regulatory Authority for Telecommunications and Posts, Germany
Masahiro Tabata, Senior Vice Minister, Ministry of Public Management, Home Affairs, Posts and Telecommunications (MPHPT), Japan

U.S. Department of Commerce

Philip Bond	Under Secretary for Commerce and Technology
Connie Correll Partoyan	Counselor and Senior Adviser to the Under the Secretary for Commerce and Technology
Michael D. Gallagher	Acting Assistant Secretary, National Telecommunication and information
John (Jack) K. Kelly, Jr.	Administration Deputy Undersecretary of NOAA
John Kneur	Counselor to the Assistant Secretary
Michelle O'Neill	Deputy Assistant Secretary for information Technology Industries
Benjamin H. Wu	Deputy Under Secretary

U.S. Department of Transportation

Office of the Assistant Secretary for Transportation Policy

U.S. Department of the Treasury

Deputy Assistant Secretary for Information Systems/CIO

U.S. Environmental Protection Agency

Principal Deputy Administrator
Office of Solid Waste Management
Integrated Waste Management Board
Solid Waste Planning, Waste Resource Management Division

Source: 2004 International CES Registration Reports

Attendee Profiles

CES ATTRACTS UNIVERSITY LEADERS

Representatives from more than 12 universities attended the 2004 International CES to:

- Identify ways to streamline institutional operations and investigate new technologies.
- Upgrade equipment.
- Evaluate current learning environments and determine how to enhance them with new, high-tech equipment.
- Gauge curriculum development and the technologies used in teachings and case studies.

Universities represented included:

Arizona State University	Kansas State University	University of Alabama	University of Vermont
Auburn State University	Kent State University	University of Michigan	University of Virginia
Babson College	Lancaster University	University of Arizona	University of Washington
Baldwin-Wallace College	Los Angeles City College	University of British Columbia	University of Wisconsin
Brigham Young University	Louisiana State University	University of Brussels	Utah State University
Buffalo State University, NY	M.I.T.	University of Cincinnati	Vanderbilt University
California Polytechnical Institute	Manhattan College	University of Denver	Victoria University
California State University	Maui Community College	University of Florida	Virginia Commonwealth University
California Technical Institute	Michigan State University	University of Georgia	School of Medicine
Carnegie Mellon University	Mount St. Mary's College	University of Hong Kong, Dept. of	University of Toledo
Cornell University	North Carolina State University	Comparative Science	Wake Forest University
Dartmouth College	North Dakota State University	University of Idaho	Yeungnam University
Dartmouth University	Northwestern University	University of Illinois	Yonsei University
Davis Applied Technology College	Ohio State University	University of Iowa	
Defense Acquisition University	Oklahoma State University	University of Maryland	
DePaul University	Oregon State University	University of Michigan	
Des Moines University	Penn State University	University of Minnesota	
Drexel University	Pepperdine University	University of Montana	
Duke University	Pittsburg State University	University of Nebraska Lincoln	
Franklin Pierce College	San Diego State University	University of Nevada	
Fullerton College	South Texas Community College	University of New Mexico	
Gateway Technical College	Southern Methodist University	University of Notre Dame	
George Mason University	Southern Utah University	University of San Diego	
George Washington University	Stanford University	University of Ottawa	
Georgetown University	State University of New York	University of Pennsylvania	
Georgia Institute of Technology	Temple University	University of Phoenix	
Gettysburg College	Texas A&M University	University of Pittsburgh	
Harvard University	Texas Christian University	University of South Dakota	
Indiana University	Texas State Technical College	University of South Florida	
ITT Technical Institute	Tulane University	University of Southern California	
James Madison University	University of Nevada, Las Vegas	University of Stuttgart	
Johns Hopkins University	University of Southern California	University of Utah	

SOURCE: 2004 International CES Registration Reports

Buying Power at CES

OVERALL BUYING POWER	Buying Power in U.S. \$ Billions*
2004 Projected CE Industry Revenue	\$100.98
2003 CE Industry Revenue	\$96.35
2002 CE Industry Revenue	\$94.18

* Representing factory to dealer sales in the U.S.

- 89% of the industry's 2003 buying power was represented at the 2004 International CES.

SOURCE: CEA Market Research, a service of CEA

PRODUCT CATEGORY	Buying Power in U.S. \$ Billions
Overall CES Buying Power for 2003	\$86.7
Computer and Home Office	\$30
Other	\$20.1
Video	\$17.2
Mobile	\$15.2
Audio	\$4.2

SOURCE: eBrain Market Research, a service of CEA

The top executives in consumer technology presented their visions for the industry's future with keynotes and presentations from:

- * Best Buy's Brad Anderson
- * Cablevision's Chuck Dolan
- * Circuit City's Alan McCollough
- * CompUSA's Larry Mondry
- * Dell Computer's Michael Dell
- * Discovery Communications' John Hendricks
- * Time Warner Cable's Glenn Britt
- * ESPN's George Bodenheimer
- * HDNet's Mark Cuban
- * HP's Carly Fiorina
- * DirectTV's Eddy Hartenstein
- * Intel's Paul Otellini
- * Microsoft's Bill Gates
- * Panasonic's Fumio Ohtsubo
- * RadioShack's Leonard Roberts
- * RealNetworks' Rob Glaser
- * Sprint's Gary Forsee
- * Tweeter's Jeffrey Stone
- * Verizon's Ivan Seidenberg

Buying Power at CES

► CLASSIFICATION BY ANNUAL SALES VOLUME OF CONSUMER ELECTRONICS PRODUCTS*

Millions	%	Total	Retail Buyers, Online Retailer	Institutional, Corporate (Non-retail), Government	Premium/ Catalog, VAR/Dealer	Distributors	Service Professional (Non-retail), Installation	Engineers
Under \$1	33%	28,897	7,176	850	726	1,130	3,291	1,686
\$1 - \$5	17%	15,360	4,178	525	491	1,785	1,088	796
\$5 - \$10	8%	7,292	1,106	285	184	989	299	422
\$10 - \$50	8%	6,948	881	367	152	1,214	159	395
\$50 - \$250	5%	4,443	538	207	60	556	90	402
\$250 - \$500	3%	2,374	363	156	38	149	54	282
\$500+	7%	6,551	1,220	522	45	209	96	977

*Based on attendees Identified by Annual Sales Volume and Primary Business Type

SOURCE: 2004 International CES Veris Audit Report

Buying Power at CES

► TOP 20 ATTENDEE PRODUCT INTEREST AREAS*

	<u># of Attendees</u>	<u>2004 Rank</u>
Audio Hardware	40,234	1
Audio, High Performance	29,198	3
Broadband	15,521	17
Computer Hardware and Software	28,764	4
Digital Imaging/Video Editing	20,097	10
Electronic Gaming	14,622	19
Home Data Networking	15,964	15
Home Applications	13,929	20
Home Theater	31,882	2
Integrated Home Systems	17,588	11
Mobile/Vehicle Electronics	23,752	8
Mobile Office	15,857	16
Online/Internet	14,874	18
Consumer Electronics, Other	23,534	9
Personal Electronics	24,816	7
Satellite Systems	15,975	14
Telephones	17,088	12
Video	26,887	6
Wi Fi	16,601	13
Wireless Communications	28,631	5

*2004 International CES Exhibit and Conference attendees, speakers, press and analysts were asked to indicate the product areas they represent and are interested in. Respondents may have marked more than one product interest area.

SOURCE: 2004 International CES Veris Audit Report

Attendee Profiles

► HIGH-PERFORMANCE AUDIO AT CES

The High-End/Specialty Audio audience is growing steadily at the International CES.

<u>Year</u>	<u>Percent of Show Attendance</u>	<u>Product Interest Rank</u>
2004	38%	3
2003	35%	5
2002	30%	9
2001	25%	13

SOURCE: 2002 International CES ABC Expomark Audit Report, 2004 International CES Veris Audit Report

THE INTERNATIONAL CES ATTRACTS GAMING BUYERS

More than 14,600 attendees represent electronic gaming buyers as a primary interest type. They represent companies including:

Best Buy	Kenmark International
Blockbuster	Kohls Department Stores
Circuit City	Marine Corps Exchange
Costco Wholesale	Real Canadian Superstore
Discovery Channel	Sams Club
Good Guys	Target
Heartland America	Toy's "R" Us
Hollywood Video	Ultimate Electronics Inc.
Inano & Associates	Video Experience
KB Toys	

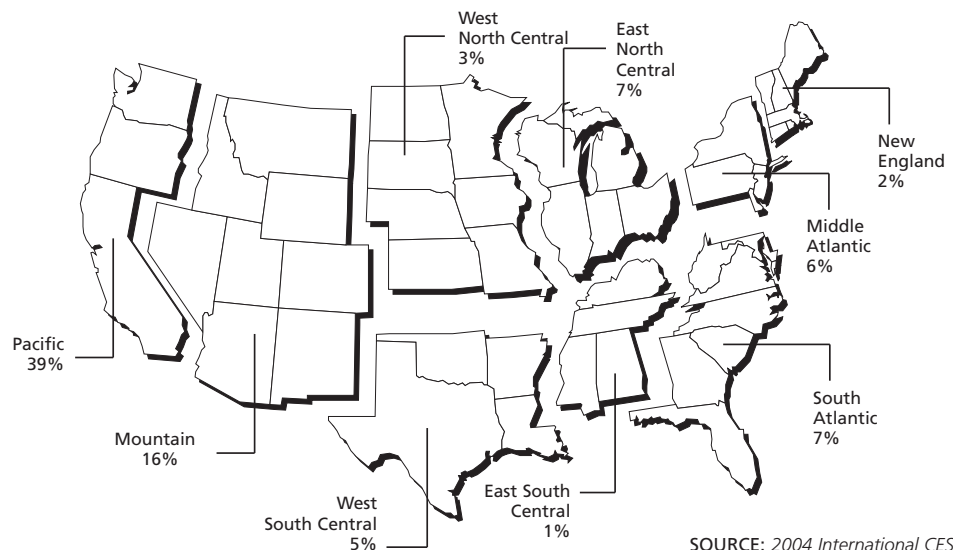
SOURCE: 2004 International CES VERIS Audit Report, 2004 International CES Registration Reports

Attendee Geographic Profile

"The traffic was great! Every time I looked into one of my exhibit rooms, people were busy. We saw a significant increase in international attendees, especially among distributors."

Gary Warzin,
President and CEO,
Audiophile Systems Ltd.,
Indianapolis, IN

► GEOGRAPHIC ANALYSIS OF U.S. ATTENDEES



SOURCE: 2004 International CES
Veris Audit Report

► TOP NON-U.S. COUNTRIES

Country	Final Attendee # * "Attendees" = Exhibit Only + Conference	2004 Rank
Canada	2,853	1
Japan	1,316	2
Taiwan	999	3
Korea	980	4
Mexico	895	5
United Kingdom	728	6
Hong Kong	566	7
France	517	8
China	353	9
Germany	348	10
Australia	307	11
Netherlands	237	12
Israel	189	13
Italy	187	14
Singapore	148	15
Brazil	137	16
Thailand	136	17
Spain	123	18
Sweden	101	19
Norway	87	20

* Does not include exhibitors, press or speakers

The 2004 International CES hosted:

- **18,356**** International attendees from 105 countries outside the USA.
- **14%** of overall 2004 International CES attendance was international.

** Based on total attendance across all categories

SOURCE: 2003 International CES Attendee Audit Summary; 2004 International CES Veris Audit Report

International CES Survey Results

► A WORD FROM 2004 INTERNATIONAL CES REGISTRANTS

<u>Reason</u>	<u>Important - Very Important</u>
Wanted to see a Particular Product/Technology	77%
Evaluate Companies, Uncover Trends	71%
Comparison Shop for New Technologies	70%

SOURCE: 2004 International CES Post-show Attendee Survey

88% accessed www.CESweb.org prior to attending the show to find out who was exhibiting, staying current on CES news, planning their schedule and learning what was new at CES. That's more than 75% of attendees!

80% are more likely to visit an exhibitor that is part of the CES show floor, rather than visiting an off-site venue.

64% said CES delivers most to all the networking opportunities they seek.

SOURCE: 2004 International CES Post-show Attendee Survey

► A WORD FROM 2004 INTERNATIONAL CES EXHIBITORS

More than 2,200 companies exhibited in more than 1.3 million net square feet of exhibit space at the 2004 International CES.

According to 2004 International CES exhibitors:

- More than 74% said CES does an "excellent" or "very good" job representing the CE industry.
- The most important reason to exhibit is to introduce new products and gain valuable press exposure.
- More than half (67%) rated the 2004 International CES as better than the 2003 International CES in terms of meeting their overall and marketing objectives.

SOURCE: 2004 International CES Post-show Exhibitor Survey

Eighty-four percent of exhibitors said they will recommend that their company exhibit at the International CES in future, and three quarters of exhibitors feel that the International CES does an 'excellent' or 'very good' job representing the CE Industry.

SOURCE: 2004 International CES Post-show Exhibitor Survey

Worldwide Press Coverage

► 2004 INTERNATIONAL CES ATTRACTS LARGEST PRESS CONTINGENCY IN SHOW HISTORY

The 2004 International CES, while successful in terms of attendance and floor space, was equally impressive in terms of media. Through year-round efforts, the 2004 International CES drew more than 4,700 journalists from 48 countries.

Domestically, CES, made headlines more than 200 times in national newspapers, radio and television outlets during show days reaching more than 81 million consumers. Throughout the month of January, CES was mentioned in more than 1,900 consumer print and broadcast stories.

CES was covered by national news outlets such as Associated Press, Reuters, *Wall Street Journal*, *Investor's Business Daily*, *USA Today*, *Financial Times* and the national editions of the *Los Angeles Times*, *New York Times* and *Washington Post*.

Cable and broadcast network television carried extensive live and taped coverage of the show nationwide, including programs such as *CNN Headline News*, *CNBC Power Lunch*, *NBC Today Show* and *NBC Nightly News*. More than 200 leading magazines, business, consumer and trade publications were on-site coverings the events that transpired, reaching more than 150 million readers.

The 2004 International CES was placed prominently in at least one newspaper, one network television station and one radio station in all of the top 30 United States markets.

In addition to domestic coverage, CES was covered abroad in such countries as Japan, China, Mexico, France, Germany and the UK. The 2004 CES press coverage was an international melting pot of news in several different languages.

In summary, if your company wants to capture the attention of the world, you need to exhibit where the world gathers to experience technology and innovation, the International CES.

PRESS ATTENDANCE AT THE 2004 INTERNATIONAL CES

Press Grand Total	4,771
Countries Represented	48
International Press Representatives	822
Print Press	48%
Online/Wire Press	20%
Broadcast Press	19%

Source: 2004 International CES Registration Reports

Worldwide Press Coverage

Press Product Interest Areas

Press Product Interest Area	# of Press & Financial Analysts (= 6,591)	% of Press & Financial Analysts
Audio Hardware	2,019	31%
Audio, High Performance	1,743	26%
Blank Media	1,003	15%
Computer Hardware and Software	2,126	32%
Digital Imaging/Video Editing	1,895	29%
Electronic Gaming	1,564	23%
Embedded Technology	1,114	17%
Home Data Networking	1,492	23%
Home Theater	1,924	29%
Integrated Home Systems	1,338	20%
Mobile Electronics	1,613	24%
Mobile Office	1,531	23%
Online Commerce	1,072	16%
Online/Internet	1,712	26%
Consumer Electronics	2,204	33%
Personal Electronics	1,934	29%
Photographic Equipment	1,404	21%
Satellite Systems	1,199	18%
Telephones	1,308	20%
Video	1,854	28%
Wireless Communications	1,992	30%

SOURCE: 2004 International CES Registration Reports

Worldwide Press Coverage

► LEADING GLOBAL MAGAZINES COVERING THE 2004 INTERNATIONAL CES

Leading domestic and international news, business, consumer and trade magazines covered the 2004 International CES, resulting in coverage to millions of readers. Major coverage included news in:

<i>Architectural Digest</i>	<i>Maxim</i>
<i>Barron's</i>	<i>Men's Health</i>
<i>Black Enterprise</i>	<i>Men's Journal</i>
<i>Brandweek</i>	<i>Money</i>
<i>Business 2.0</i>	<i>Newsweek</i>
<i>Business Week</i>	<i>New Yorker</i>
<i>Cigar Smoker Magazine</i>	<i>New York Magazine</i>
<i>Consumer Reports</i>	<i>Parade</i>
<i>Consumer Digest</i>	<i>Penthouse</i>
<i>Cosmo Girl!</i>	<i>Playboy</i>
<i>Crain's Business Publications</i>	<i>Popular Mechanics</i>
<i>DSN Retailing Today</i>	<i>Popular Science</i>
<i>EDN Magazine</i>	<i>Red Herring</i>
<i>Entertainment Weekly</i>	<i>Rolling Stone</i>
<i>Esquire</i>	<i>Runner's World</i>
<i>Fast Company Magazine</i>	<i>Smart Money</i>
<i>FHM</i>	<i>Source</i>
<i>Financial Times</i>	<i>Spiegel</i>
<i>Focus</i>	<i>Time</i>
<i>Forbes</i>	<i>TV Guide</i>
<i>Fortune</i>	<i>US News & World Report</i>
<i>Good Housekeeping</i>	<i>US Weekly</i>
<i>Home Magazine</i>	<i>Variety</i>
<i>Jane</i>	<i>Vibe</i>
<i>Kiplinger Personal Finance</i>	<i>Wired</i>
<i>Los Angeles Business Journal</i>	<i>YM</i>

SOURCE: 2004 International CES Registration Reports

Worldwide Press Coverage

► NEWS FROM CES TRAVELED THE AIRWAYS TO THOUSANDS OF HOMES

Television and radio brought CES, the international venue for consumer technology, to the homes of more than 175 million American consumers. All major U.S. broadcast networks and the leading cable networks brought crews to Vegas and covered news ranging from exhibitor interviews, hot product demonstrations, CES keynote speeches and more than 100 CES conference sessions. Major network television and radio coverage included:

ABC Television Network	HDNet
ABC's <i>Good Morning America</i>	Hearst-Argyle Television
ABC Radio Network	History Channel
<i>Access Hollywood</i>	Home Shopping Network
Bloomberg Radio	Infinity Broadcasting
Bloomberg Television	Into Tomorrow Radio
Business Talk Soup Radio	MotorWeek TV
Car Clinic Radio Network	MSNBC
CBS' <i>60 Minutes</i>	MTV Music Television
CBS' <i>Howard Stern Show</i>	National Public Radio (NPR)
CBS Television Network	NBC Television Network
CBS' <i>The Early Show</i>	NBC's <i>Today Show</i>
CBS News <i>This Morning</i>	Nickelodeon
CBS Radio Network	PBS
Christian Broadcasting System	QVC
CNBC	Talk America Radio Network
CNET Radio	TechTV
CNN	Univision
Computer America Radio	VH1
Discovery Channel	Warner Brothers Television Network
E! Entertainment Television	Weather Channel
ESPN <i>Cold Pizza</i>	
FOX News Network	
FOX News Network	

SOURCE: 2004 International CES Registration Reports

Worldwide Press Coverage

► THE INK RAN DRY WITH UNPRECEDENTED COVERAGE IN TOP U.S. DAILY NEWSPAPERS

Newspapers and wire services representing the largest and smallest markets in the United States gave consumers extensive coverage of the International CES and its exhibitors. Major U.S. daily newspapers and wires included:

<i>Arizona Republic</i>	<i>Los Angeles Daily News</i>
<i>Associated Press</i>	<i>Los Angeles Times</i>
<i>Atlanta Journal-Constitution</i>	<i>Louisville Courier-Journal</i>
<i>Austin American-Statesman</i>	<i>Memphis Commercial-Appeal</i>
<i>Baltimore Sun</i>	<i>Miami Herald</i>
<i>Birmingham News</i>	<i>Milwaukee Journal-Sentinel</i>
<i>Bloomberg News</i>	<i>Minneapolis Star-Tribune</i>
<i>Boston Globe</i>	<i>Nashville Tennessean</i>
<i>Boston Herald</i>	<i>New Orleans Times-Picayune</i>
<i>Buffalo News</i>	<i>New York Newsday</i>
<i>Charlotte Observer</i>	<i>New York Daily News</i>
<i>Chicago Sun-Times</i>	<i>New York Post</i>
<i>Chicago Tribune</i>	<i>New York Times</i>
<i>Christian Science Monitor</i>	<i>Oakland Tribune</i>
<i>Cincinnati Enquirer</i>	<i>Orange County Register</i>
<i>Cincinnati Post</i>	<i>Orlando Sentinel</i>
<i>Cleveland Plain-Dealer</i>	<i>Philadelphia Daily News</i>
<i>Columbus Dispatch</i>	<i>Philadelphia Inquirer</i>
<i>Daily Californian</i>	<i>Pittsburgh Post-Gazette</i>
<i>Daily Oklahoman</i>	<i>Portland Oregonian</i>
<i>Dallas Morning-News</i>	<i>Providence Journal</i>
<i>Denver Post</i>	<i>Raleigh News-Observer</i>
<i>Denver Rocky Mountain News</i>	<i>Reuters News Service</i>
<i>Detroit Free-Press</i>	<i>Richmond Times Dispatch</i>
<i>Detroit News</i>	<i>Sacramento Bee</i>
<i>Dodge City Daily</i>	<i>St. Louis Post-Dispatch</i>
<i>Dow Jones News Service</i>	<i>Salt Lake Tribune</i>
<i>Fort Worth Star Telegram</i>	<i>San Antonio Express-News</i>
<i>Fresno Bee</i>	<i>San Diego Union-Tribune</i>
<i>Grand Rapids Press</i>	<i>San Francisco Chronicle</i>
<i>Greenville, SC News</i>	<i>San Jose Mercury News</i>
<i>Harrisburg Patriot-News</i>	<i>Seattle Times</i>
<i>Hartford Courant</i>	<i>Tampa Tribune</i>
<i>Hawaii Tribune</i>	<i>USA Today</i>
<i>Houston Chronicle</i>	<i>Virginian Pilot-Ledger Star</i>
<i>Indianapolis Star</i>	<i>Wall Street Journal</i>
<i>Investor's Business Daily</i>	<i>Washington Post</i>
<i>Kansas City Star</i>	<i>West Palm Beach Post</i>
<i>Las Vegas Review Journal</i>	<i>Winston-Salem Journal</i>

SOURCE: 2004 International CES Registration Reports

Worldwide Press Coverage

► TRADE MAGAZINES BROUGHT THE ENERGY OF CES TO CONSUMERS AND BUSINESSES WORLDWIDE

CES exhibitors received coverage from several leading industry trade publications in the world. Whether your company was showcasing wireless, gaming, digital imaging, home networking, and entertainment, information technology, mobile electronics, audio or video products, chances are a journalist saw your product. Major trade publications covering CES included:

<i>12 Volts Magazine</i>	<i>DVD Reporter</i>	<i>Multichannel News</i>
<i>Advertising Age</i>	<i>EDN Magazine</i>	<i>Nuts and Volts Magazine</i>
<i>American Technology Report</i>	<i>EE Times</i>	<i>Office Automation</i>
<i>Audio & Video International</i>	<i>E-Gear</i>	<i>PC Chronicle</i>
<i>AutoMedia</i>	<i>Electronic Design News Magazine</i>	<i>PC Format</i>
<i>Audio Musings</i>	<i>Electronic Engineering Times</i>	<i>PC Magazine</i>
<i>Audiophile</i>	<i>Electronic Business</i>	<i>PC News</i>
<i>Audio Review</i>	<i>Electronic Design</i>	<i>PC World</i>
<i>Audio Video Interiors</i>	<i>Electronic Cable News</i>	<i>Performance Auto and Sound</i>
<i>Audiophile Voice</i>	<i>Electronic House</i>	<i>Photo Industry Reporter</i>
<i>Auto Electronics Magazine</i>	<i>Electronic News</i>	<i>Photo Trade News</i>
<i>Automotive Engineering Int'l.</i>	<i>Electronic Retailer</i>	<i>Pocket PC Magazine</i>
<i>Auto Week</i>	<i>Envisioneering</i>	<i>Radio World</i>
<i>Bits and Bytes Magazine</i>	<i>Fine Homebuilding Magazine</i>	<i>RCR Wireless Magazine</i>
<i>Broadband Home Magazine</i>	<i>Furniture World</i>	<i>Residential Systems</i>
<i>Broadband Magazine</i>	<i>Gadgetwatch</i>	<i>Retail Merchandiser</i>
<i>Broadband Week</i>	<i>Gamerz Edge</i>	<i>Retailer News</i>
<i>Broadcasting & Cable</i>	<i>GamePro Magazine</i>	<i>Satellite Broadband</i>
<i>Cable World</i>	<i>GPS Wireless News</i>	<i>Satellite Business News</i>
<i>Camcorder & Computer Video</i>	<i>GPS World</i>	<i>Secrets of Home Theater Magazine</i>
<i>Car Audio</i>	<i>Gaming Today</i>	<i>Semiconductor Magazine</i>
<i>Car Audio & Electronics</i>	<i>Guide to Home Theater</i>	<i>Smart Computing</i>
<i>Car and Driver Magazine</i>	<i>Handheld Computing Magazine</i>	<i>Sources & Design</i>
<i>Car Stereo's Review</i>	<i>HDTV Magazine</i>	<i>Sound & Vision</i>
<i>CE Biz</i>	<i>Hi-Fi Magazine</i>	<i>Stereo Mania</i>
<i>CE Online News</i>	<i>Hollywood Reporter</i>	<i>Stereophile</i>
<i>CE Pro</i>	<i>Home Automation</i>	<i>Stereo Sound</i>
<i>CommVerge</i>	<i>Home Entertainment and Design</i>	<i>Stereo Times</i>
<i>Computer Bits Magazine</i>	<i>Home Furnishings Network</i>	<i>Television Digest</i>
<i>Computer Buyer Magazine</i>	<i>Home Magazine</i>	<i>The Tech Zone</i>
<i>Computer Edge</i>	<i>Home Systems Design</i>	<i>trade show Week</i>
<i>Computer Gaming World</i>	<i>Home Theater Magazine</i>	<i>TV Technology</i>
<i>Computer News and Reviews</i>	<i>Home Networking News</i>	<i>TWICE</i>
<i>Computer Product News</i>	<i>Hot Rod Magazine</i>	<i>UHF Magazine</i>
<i>Computer Retailer Buyers Guide</i>	<i>IEEE Spectrum</i>	<i>Ultimate Audio Magazine</i>
<i>Computer Shopper</i>	<i>Info World</i>	<i>Video Business</i>
<i>Connected Home Magazine</i>	<i>Mac World</i>	<i>Video Store</i>
<i>Dealerscope</i>	<i>Maximum PC</i>	<i>Videomaker</i>
<i>Dig_It Magazine</i>	<i>Medialine</i>	<i>Widescreen Review</i>
<i>Digital Photographer</i>	<i>Mediaweek</i>	<i>Wireless Gaming Review</i>
<i>Digital Times</i>	<i>Mobile Electronics</i>	<i>Wireless Week</i>
<i>Digital TVMagazine</i>	<i>Mobile Entertainment</i>	<i>Wireless Review</i>
<i>DSN Retailing Today</i>	<i>Mobile Week</i>	<i>ZD Net</i>
<i>DVD Etc. Magazine</i>	<i>Motor Trend</i>	
<i>DVD RAMA</i>		

SOURCE: 2004 International CES Registration Reports

Worldwide Press Coverage

► THE 2004 INTERNATIONAL CES JAMMED THE AIRWAVES WITH UNPRECEDENTED COVERAGE ON LOCAL RADIO AND TELEVISION OUTLETS

Whether you were a consumer tuning into the nightly news in Des Moines, listening to the radio while braving the highways of Los Angeles or waking up with a cup of coffee in Germany, chances are you tuned into the excitement and innovation of the 2004 International CES. The show floor was flooded with cameras and microphones, as reporters from all over the world reported from Vegas on the latest show news. A list of some of the local television and radio outlets to generate coverage of the 2004 International CES includes:

ATLANTA

WCGL - CBS
WAGA - FOX
WSB - AM

BALTIMORE

National Public
Radio
WJZ - CBS
WMAR - ABC

BOSTON

WMAR - CBS
WGBH - AM
WFXT - FOX
WBZ-AM

CHICAGO

WBBM - CBS
WGN - AM
WGN - IND
WLS - ABC
WMAQ - NBC
WFLD - FOX
WBBM-AM

CLEVELAND

WUAB - IND
WOIO - CBS
WEWS - ABC
WJW - FOX
WCPN - FM

DALLAS

ABC Radio
KDFW - FOX
Texas Cable News
KXAS - NBC
WBAP - AM

DENVER

KUSA - NBC
KMGH - ABC
KOA - AM
KKZN - AM
KNUS - AM

DETROIT

WJR - AM
WWJ - AM
WDIV - NBC
WXYZ - ABC
WJBK - FOX

HOUSTON

KHWH - WB
KHOU - CBS
KTRK - ABC
KTRH - AM

LOS ANGELES

KABC - ABC
KCBS - CBS
KNBC - NBC
KTTV - FOX
KCAL - IND
KROQ - FM
KSCR - AM
KTLA - IND
KFWB - AM

MIAMI

WFOR - CBS
WIOD - AM

MINNEAPOLIS

KFTC - IND
KTSP - ABC
KARE - NBC

NEW YORK

WNBC - NBC
WABC - ABC
WPIX - IND
BBC TV - IND
WCBS - CBS
NY 1 - IND
WCBS - AM
WINS - AM

ORLANDO

WKMG - CBS
WESH - NBC

PHILADELPHIA

WPVI - ABC
WTFX - FOX
KYW - AM

PHOENIX

KTAR - AM
KPNX - NBC
KTVK - IND
KPHO - CBS
KSAZ - FOX

PITTSBURGH

WTAE - ABC
KDKA - CBS
WPGH - FOX
KQV - AM

PORTLAND

Oregon Public
Broadcasting
KPDX - FOX
KOIN - CBS

SACRAMENTO

KXTV - ABC
KQVR - CBS

KQVR - CBS

SAN DIEGO

KNSD - NBC
KFMB - CBS
KGTU - ABC
KOGO - AM

SAN FRANCISCO

KGO - AM
KGO - ABC
KSFO - AM
KPIX - CBS
KRON - NBC
KBWB - WB
KICU - IND

SEATTLE

KING - NBC
KOMO - ABC
KCPQ - FOX
KIRO - AM

ST. LOUIS

KTVI - FOX
KSDK - NBC

TAMPA

WTVT - FOX
WFLA - NBC
WTSP - CBS
WHNZ - AM

WASHINGTON, DC

National Public
Radio
WRC - NBC
WHUR - FM
WTTG - FOX
WJLA - ABC
WUSA - CBS

SOURCE: 2004 International CES Registration Reports

Worldwide Press Coverage

THE 2004 INTERNATIONAL CES CREATED A GLOBAL FORUM FOR INTERNATIONAL NEWS

A record 626 journalists from 44 countries outside the United States journeyed to Las Vegas to join other global leaders in this celebration of technology. International publications and broadcast outlets included:

ARGENTINA

Radio Practica

AUSTRALIA

*Economist Intelligence
Personal Computer
Magazine
Nine Network
Australia
VideoCamera
Publications*

AUSTRIA

*Austrian Broadcasting
Besser Wohnen
Kyodo News*

BELGIUM

*Auto Magazine S.A.
CoSiPress BVBA*

BRAZIL

*Gradiente Electronics
Magazine
Home Theater
Magazine
O Estado De S Paulo
Publish Magazine
Brazil*

CANADA

*Car Audio and
Electronics Magazine
CE Biz
Discovery Channel
Canada
Edmonton Journal
Le Journal de
Montreal
Le Soleil
PC Mania
Radio World*

CHINA

*Beijing Youth Daily
China Computer Users
China Computer World
China Economic News
China Information
World
China News Service
Computer
PartnerWorld
Economic Daily
Xinhua News Agency*

CZECH REPUBLIC

*IDG Czech
Vogel Publishing*

FRANCE

*DVD RAMA
EE Times
Euronews
Home Cine DVD
MCM Television*

GERMANY

*CE & Trade Magazine
ComputerBild
IDG Magazine
Lizard Media
Moderne Zeiten
Motor Presse Stuttgart
ZDF Television*

HONG KONG

*Audio Land
Audiotechnique
Dempa Publications
Trade Channel
Publications*

INDIA

India Journal

ISRAEL

*Haaretz Daily
Information Week*

ITALY

*Edizioni de Il Mondo
Nuovo
Technipress*

JAPAN

*Asahi Shimbun
Dempa Publications
Eizo Shimbun
Geibunsha Publications
Internet Magazine
Japan America
Television
NHK Japan
Broadcasting
Nihon Keizai Shimbun
Nikkei Business
Publications
Nikkei Home
Publishing
N.Y.O.
Weekly ASCII
Magazine*

KOREA

*Audio Journal
Financial News
Korea Economic Daily
Korea Herald
Kugmin Daily
Kyunghyang Daily
News
Seoul Economic Daily*

MEXICO

*Audio & Video
Magazine
El Economista*

*El Asesor de México
El Financiero
EL Pais
El Universal
Hispanic Business
Radio
Noticias
PC World
Reforma
Stereomania
TV Azteca
Univision*

RUSSIA

*Art Electronics
Audio Magazine
Audio Mobile
Magazine
Hi-Fi Audio Magazine*

SWEDEN

*Hi-Fi & Music
Magazine
IDG/M3*

TAIWAN

*China Economic News
Service
DVD Info Magazine
Hi-Fi and Hi-Vi
Monthly*

UNITED KINGDOM

*BBC Broadcasting
BBC News Online
BBC World Service
Eurotrade
Hi-Fi Choice
Inside Hi-Fi
Total Car Audio
Magazine*

SOURCE: 2004 International CES Registration Reports

MORE THAN 1,500 FINANCIAL AND MARKET ANALYSTS ATTENDED THE 2004 INTERNATIONAL CES—THE WORLD'S LARGEST CONSUMER TECHNOLOGY TRADESHOW

Despite economic challenges during 2003, the 2004 International CES saw its largest turnout of financial analysts since the show's inception in 1967. Amongst the thousands of industry professionals roaming the show floor to check out the innovative displays of technology, financial and market analysts were searching for the hottest products and companies in the world.

More than 1,500 financial and industry research analysts traveled to Las Vegas to experience, first-hand, the newest consumer electronics products and technologies.

The world's top financial and industry research analyst firms were represented at the 2004 International CES, including:

Aberdeen Group	J.P. Morgan Partners
A.G. Edwards	Janus Capital Corp.
Allied Business Intelligence	Lehman Brothers
American Express Asset Management	META Group
ARS Inc.	Merrill Lynch
Banc of America Securities LLC	Morgan Stanley
Banc One	Nomura Securities International
Bear Stearns	Pequot Capital Management
Capital One	Peripheral Research Corp.
CIBC World Markets	PricewaterhouseCoopers LLP
Citibank	Prudential Securities
Citigroup Investments	RS Investments
Credit Suisse First Boston	Salomon Smith Barney
Deutsche Bank Alex Brown	Semico Research Corp.
Dresdner RCM Global Investor	SG Cowen Securities
Forstmann Leff & Associates	Thomas Weisel Partners
Fidelity Investments Japan	Trend Focus
Forrester Research	UBS Paine Webber
Gartner/Dataquest	UBS Warburg
Giga Information Group	Wells Fargo
Goldman Sachs Group Inc.	Yankee Group, The
IDC	
Infotrends Research Group	

SOURCE: 2004 International CES Registration Reports

Top 100 Consumer Electronics Retailers at CES

The top 100 CE retailers had an average of 25 representatives at the 2004 International CES.

2003 Rank	Company Name	Estimated CE Sales In \$ Millions (2001)	Attended 2004 CES?	2003 Rank	Company Name	Estimated CE Sales In \$ Millions (2001)	Attended 2004 CES?
1	Best Buy	\$14,629.00	Yes	51	Conn's Appliances	170	Yes
2	Circuit City	12,700	Yes	52	Car Toys	155	Yes
3	Wal-Mart	5,009	Yes	53	Insight Enterprises	152	Yes
4	RadioShack	4,776	Yes	54	Walgreen	150	Yes
5	Target Stores	4,417	Yes	55	Cambridge Soundworks	118	Yes
6	CompUSA	3,953	Yes	56	Trans World Entertainment	111	Yes
7	Staples	3,932	Yes	57	MTS	111	Yes
8	Sears	3,250	Yes	58	Zones, Inc.	111	Yes
9	Office Depot	2,688	Yes	59	Dillard's	110	No
10	Kmart	2,628	Yes	60	CVS Pharmacy	107	Yes
11	Sam's Club	2,293	Yes	61	R.C. Willey	106	Yes
12	Toys 'R' Us	2,153	Yes	62	JCPenny	100	No
13	eBay	1,805	Yes	63	Magnolia Hi-Fi	100	Yes
14	Costco	1,727	Yes	64	CDW Computer Centers	99	Yes
15	Fry's Electronics	1,224	Yes	65	6th Ave Electronics	95	Yes
16	PC Connection	1,122	Yes	66	Navy Exchange	91	No
17	Gamestop	1,117	No	67	Boscov's	90	No
18	Army & Air Force Exchange	1,097	No	68	Nebraska Furniture Mart	90	Yes
19	OfficeMax	1,066	Yes	69	eCOST.com	86	Yes
20	Good Guys	873	Yes	70	Datavision Computer Video	86	No
21	Micro Warehouse, Inc.	821	Yes	71	Bernie's	84	Yes
22	Tweeter Home Entertainment	800	Yes	72	PC Club	81	Yes
23	Electronics Boutique	800	Yes	73	Cameraworld.com	81	No
24	Micro Center	720	Yes	74	Sharper Image	80	Yes
25	Amazon.com	682	Yes	75	PC Warehouse	80	Yes
26	The Wiz	679	Yes	76	Computer Renaissance	75	Yes
27	Bose Corporation	599	Yes	77	Rite Aid	71	Yes
28	P.C. Richard & Son	592	Yes	78	La Curacao	66	Yes
29	Ultimate Electronics	581	Yes	79	Eckerd	66	No
30	QVC	478	Yes	80	RCS Computer Experience	64	No
31	BJ's Wholesale	458	No	81	Sight 'n Sound	64	No
32	BrandsMart U.S.A.	396	Yes	82	ValueVision	56	No
33	Fred Meyer Stores	393	Yes	83	Compu-U-Plus	55	No
34	ABC Appliance	389	No	84	Ken Crane's Home Ent. City	54	No
35	Rex Stores	380	Yes	85	Home Depot	53	Yes
36	Buy.com	361	Yes	86	Lowe's	53	No
37	J&R Computer World	335	Yes	87	Dollar General	53	No
38	Fingerhut	328	Yes	88	Marine Corps Exchange	53	Yes
39	Ritz Camera	326	Yes	89	Huppins OneCall	53	No
40	PC Mall	316	No	90	Harmony Comp. And Elec.	51	No
41	H.H. Gregg	313	Yes	91	Wherehouse Entertainment	50	Yes
42	Home Shopping Network	286	Yes	92	Blockbuster	48	Yes
43	ShopKo	269	No	93	800.com	43	Yes
44	K-B Toys	260	No	94	Hastings Entertainment	42	Yes
45	Outpost.com	241	Yes	95	Family Dollar Stores	41	No
46	Musicland Stores	227	No	96	Al & Ed's Autosound	40	Yes
47	Sound Advice	217	Yes	97	Harvey Electronics	37	Yes
48	Ames Department Stores	214	Yes	98	Cowboy Maloney's Elec.City	35	No
49	American TV & Appliance	206	No	99	Innovation Computers	31	No
50	Crutchfield Corp.	192	No	100	Myer-Emco	31	Yes

SOURCE:TWICE, April 2004; 2004 International CES Registration Reports

The Consumer Electronics Association

► CEA GROWS THE INDUSTRY

The International CES is produced and managed by the Consumer Electronics Association (CEA). With more than three decades of history, the International CES reaches across markets, spans the globe and helps thousands of consumer electronics businesses grow and thrive each year.



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CEA contributes to the growth and excitement of the consumer technology industry by reinvesting all proceeds from the International CES into industry standards, promotions, market research, public policy, educational programs, technical training and networking opportunities with industry visionaries.

CEA represents members in the following product categories:

- Accessories
- Audio
- Home Networking
- IT/Tech Office
- Mobile Electronics
- Video
- Wireless Communications

CEA offers state-of-the-art, online training and accredited certification programs that raise the skill level of industry representatives in these areas:

- CEknowhow.com online retail training for Audio, DTV, Home Networking, Mobile and Wireless professionals
- Mobile Electronics Certified Professional (MECP) Certification

 **WINTER SUMMIT**

www.CE.org/wintersummit
February 26 - 28, 2004
St. Regis Aspen
Aspen, CO


THE DIGITAL HOME CONFERENCE & SHOWCASE
 

May 5 - 7, 2004
Dallas, TX

 **CEA Industry Forum**
Leadership • Technology • Growth
October 18 - 20, 2004
Fairmont Hotel
San Francisco, CA

 **HDTV Summit**

March 29, 2004
The Washington Convention Center
Washington, DC



March 11 - 13, 2004
Orange County Convention Center
Orlando, FL

November 10 - 13, 2004
Long Beach Convention Center
Long Beach, CA

2004 International CES
DEFINING TOMORROW'S TECHNOLOGY


January 6 - 9, 2004 • Las Vegas, NV
www.CESweb.org



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