



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA®

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International CES: The Launchpad of New Technology

The International CES® is the single must-attend event where the global consumer technology industry gets business done. CES sets the yearly agenda and shapes the future of consumer technology every January by bringing together the most influential government and industry leaders.

As a major venue for business deals, CES attendees cover the breadth of the global economy, encompassing everything from retail, manufacturing, Smart Grid, energy efficiency, sustainable design, broadcast and content, appliances, higher education and entertainment.

Associate your brand with THE launchpad where iconic, innovative consumer products are debuted, including the VCR, compact disc player, DVD, HDTV, Blu-ray DVD, HD Radio, OLED and 3DTV.



CES: Fast Facts

- More than 140,000 attendees
- More than 2,700 exhibitors
- More than 1.6 million net square feet of space
- 5,000 media and bloggers
- 12,048 retail buyers
- 44 percent senior-level executives*
- 30,000 international attendees*
- 140 countries represented
- CES has been in existence since 1967
- The largest annual trade event in North America

* These numbers are pre-audit figures from the 2011 CES and are subject to change.



Connected Home Appliances at CES



- More than 9,500 CES attendees do business in the home appliance category and more than 12,000 in connected home
- More than 50 major appliance retailers at CES including Best Buy, Costco, Home Depot, Lowe's, Sears and Walmart
- Nearly half of the press at CES say home appliances is an area that they are interested in covering
- Media outlets at CES include:

• ABC	• CNN	• <i>Good House Keeping</i>
• AOL/Traditional Home	• <i>Consumer Reports</i>	• NBC
• <i>Apartment Therapy</i>	• <i>Consumer's Digest</i>	• <i>New York Times</i>
• <i>Appliance Design</i>	• Discovery	• <i>Smarthouse</i>
• Appliance Magazine.com	• DIY Network	• <i>Wall Street Journal</i>
• Bloomberg TV	• <i>DOW Jones</i>	
• CBS	• FOX	

“Kenmore is excited to participate in the 2011 International CES Connected Home Appliances TechZone. This year, we have undertaken a massive re-launch, introducing break through innovations across all our categories.... We are proud to be among the innovation leaders at CES and look forward to showcasing our latest advancement, Kenmore Connect™, which shares real-time diagnostics directly from the appliance to highly trained Kenmore Connect service experts. This is yet another milestone in the brand's history of offering its customers best-in-class innovation and service. ”

Betsy Owens
VP, Kenmore



Maximum Marketing Draws a Qualified Crowd

Ads, promotions and informational pieces about the Connected Home Appliances will be featured in a variety of print, online and on-site materials, including:

- Direct mail pieces to more than 200,000 CES contacts
- E-mail newsletters and alerts to more than 300,000 recipients
- Targeted pieces to new attendee lists
- Press announcements
- *Preshow Planner and Official Show Directory*
- On-site signage



Who Can Exhibit in the Connected Home Appliance TechZone?

Participants must have products that meet at least one of the following criteria:

1. Energy Efficient
2. Internet Connected and Interactive
3. Smart Grid Enabled
4. Innovative Materials or Design
5. Future Concept

“The home is an essential component to an effective smart grid. Smart appliances and consumer electronics will allow consumers to save money on their electric bill and use energy in a more environmentally friendly manner. Already a leader in energy efficiency and the smart grid, the appliance industry is paving the way with smart technologies for demand-response capable appliances. In addition to smart grid enabled appliances, the TechZone will showcase other products and technologies that will appeal to savvy consumers. The world's leading technology tradeshow is the ideal venue for AHAM members and other appliance manufacturers to showcase these technologies and the connected home concept.”

Joseph McGuire
President
Association of Home Appliance Manufacturers

“CES is an exciting venue for appliance manufacturers to form new relationships with the consumer electronics world and gain exposure to the market's leading players within the industry. It will be a great show to bring both worlds together.”

Eliana Barriga
Publisher
The Retail Observer Magazine

Major 2011 CES Exhibitors who Manufacture Appliances



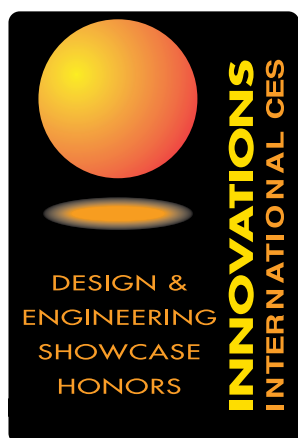
Haier

Hisense



SANYO

SHARP



Innovations in Appliances Honored at CES

The Innovations Design and Engineering Awards program recognizes the most innovative CE products in the industry's hottest categories. More than a dozen home appliance products were honored with awards in 2011, including the top-scoring:

- Kenmore Elite® Dishwasher with Interactive Color LCD Controls (Best of Innovations: Major Home Appliances category)

Other honorees include:

- Thermador Steam & Convection Oven (Major Home Appliances category)
- LG Wave™ Series High Efficiency Top Load Laundry Pair with Full Color LCD Panel (Major Home Appliances category)
- Evolution Robotics Mint Automatic Floor Cleaner (Portable Home Appliances category)

CES Attendees Want Appliances: Attendee Survey Statistics*

- 76% of past attendees are likely to visit the Connected Home Appliances TechZone
- 66% of past attendees are interested in attending CES because of this new TechZone
- 69% of past attendees are likely to recommend attending CES to an industry colleague as a result of Connected Home Appliances being added to the 2011 show
- Interest is high among C-level executives and final decision makers

* All data comes from the 2010 CES Attendee Survey



Don't miss this great opportunity to become an integral part of appliances at CES and exhibit in the Connected Home Appliances TechZone.

With home appliances increasingly intertwined with home networking and interfacing more and more with CE products, CES is your prime opportunity for enhanced sales, exposure and branding.

For information on exhibit space rates, locations and availability, please contact Ryan Strowger at rstrowger@CE.org or 703-907-7679 today.