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May 14, 2007

Mr. Gary Shapiro  
President & CEO  
The Consumer Electronics Association  
2500 N. Wilson Boulevard  
Arlington, VA 22201

Dear Gary:

First, let me thank you and your members for all your support on the digital television (DTV) transition. Our collective challenges to make the DTV transition work from a consumer perspective are significant and your participation and contributions in the DTV Transition Coalition have been very encouraging and much appreciated.

We at the NAB also appreciate your organizations supporting the Federal Communications Commission's (FCC) Order that goes into effect May 25 requiring retailers to tell shoppers considering analog sets that these TVs will not receive signals through antennas after February 17, 2009 without a digital converter box. That action will help minimize the amount of likely consumer confusion as to how they will ensure they continue to receive television as we move through the transition.

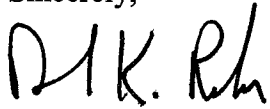
In addition, the consumer electronics and retail industries' support for the antenna mapping program ([www.AntennaWeb.org](http://www.AntennaWeb.org)), helping consumers determine the proper outdoor antenna to use in order to receive local television broadcast channels, has been very helpful for those consumers seeking additional assistance in how to best access their local television station signals. My hope is for the NAB to help support and increase the visibility of this web site and the great service it offers to Americans. I look forward to working with you on making this important program even more available. I would like to sit down with you at your earliest convenience to talk about how the NAB be involved in this effort.

I also want to highlight the importance of industry commitments to both make available and have in stock digital converter boxes in all consumer electronics retail stores on January 1, 2008. It is critical to our collective success that manufacturers build, and retailers have available for sale, digital-to-analog converter boxes by that date. As I'm sure you are both aware, if boxes are not produced and on store shelves on January 1, 2008, significant consumer confusion will result and could negatively impact the overall success of the transition. I hope you will let me know how we can help make this deadline work for your companies and America's consumers. We are willing to assist with NAB resources to ensure that converter boxes are on the shelves on that date.

Again, I appreciate our excellent working relationship within the DTV Transition Coalition and applaud your industries' efforts to ensure a smooth transition for consumers. I look forward to going to Capitol Hill together soon to talk about converter box availability and ongoing consumer education efforts.

Best Wishes.

Sincerely,

A handwritten signature in black ink, appearing to read "D.K. Rehr". The signature is written in a cursive, slightly slanted style.

David K. Rehr

Cc: Marc Pearl, Executive Director, Consumer Electronics Retailers Coalition