

FOR RELEASE

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CEA APPLAUDS USTR'S NEW INTERNATIONAL IP INITIATIVE
Initiative Will Help Combat Counterfeiting and Unlawful Commercial Piracy

Arlington, Va., October 23, 2007 –The Consumer Electronics Association (CEA) today applauded the United States Trade Representative's (USTR) Anti-Counterfeiting Trade Agreement with a group of key trading partners. The following statement can be attributed to Sage Chandler, senior director of international trade:

“CEA applauds today's announcement by USTR on the intent to negotiate a Free Trade Agreement on intellectual property rights (IPR). The announcement is being made in conjunction with several key governments including Mexico, Canada, Japan, the European Union, Switzerland and New Zealand.

“Counterfeit products cost the consumer electronics (CE) industry millions of dollars every year. This new initiative launched today will not only help combat unlawful commercial piracy, but will bring law enforcement officials into closer communication. The sharing of information and cooperation between enforcement authorities, including Customs and other relevant agencies, is an imperative step to reach the goal of a common standard for IPR enforcement.

“The Consumer Electronics Association and its 2,200 members stand ready to work closely with governments to help tackle these difficult issues to promote economic growth.”

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$148 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

UPCOMING EVENTS

- **Digital Hollywood Fall**
October 29-November 1, 2007, Hollywood, CA
- **EHX Fall 2007**
November 6-9, 2007, Long Beach, CA
- **Future of Television Forum**
November 8-9, 2007, New York, NY
- **CES New York Press Preview Featuring CES Unveiled @ NY**
November 13, 2007, New York, NY
- **CONNECTIONS™ Europe: Strategies for Digital Living Markets**
December 4-6, 2007, Berlin, Germany
- **CES Unveiled: The Official Press Event of the International CES**
January 5, 2008, Las Vegas, NV
- **2008 International CES**
January 7-10, 2008, Las Vegas, NV
- **Digital Music Forum East**

- February 26-27, 2008, New York, NY
- **EHX Spring 2008**
March 11-15, 2008, Orlando, FL
 - **2008 PARA Conference**
March 12-14, 2008, Orlando, FL
 - **Digital Patriots Dinner**
April 2, 2008, Washington, DC

- **CEA Washington Forum**
April 2-4, 2008, Washington, DC
- **International CES/Hometech**
May 25-27, 2008, Dubai, UAE
- **SINOCES 2008**
July 10-13, 2008, Qingdao, China

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