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**ZENITH APPLAUDS PRO-CONSUMER DTV DELAY,
PLEDGES SUPPORT FOR FINAL PHASE OF TRANSITION**

WASHINGTON, Feb. 12, 2009 – When President Obama signed legislation setting June 12 as the date for the final phase of the nation’s transition from analog to digital television (DTV) broadcasting, Dr. Jong Kim, president of the Zenith R&D Lab, applauded the action and pledged ongoing support:

“Zenith believes that the temporary delay in the digital TV transition is the right thing to do for consumers, particularly for the many people on the waiting list for a converter box discount coupon. We’ve been working hard to assure the success of the DTV transition, and we want to make sure that everyone in America who relies on over-the-air signals for their favorite channels has an opportunity to prepare for the analog switch-off by full-power broadcasters.

“With sufficient funding, the government’s coupon program will help many people who need assistance to make the transition in a timely and affordable way. Zenith’s parent company, LG Electronics, has ramped up converter box production and is working with key retailers to fill orders for digital TV products – including both Zenith converter boxes and LG digital TV sets.”

The Zenith DTT901 is one of the most popular digital-to-analog converter boxes, already purchased by millions of American consumers. Zenith and LG Electronics are leaders in technology and advocacy supporting the DTV transition, partnering with consumer groups and the disability community on consumer outreach.

Zenith converter boxes are used widely by public TV stations and commercial broadcasters to demonstrate DTV and by the Leadership Conference on Civil Rights for its DTV Assistance Centers in seven U.S. cities with at risk-communities.

Zenith has supported the DTV transition for years. Together with the Association of Maximum Service Television and the National Association of Broadcasters, the Zenith R&D Lab co-developed early prototypes of converter boxes, which helped establish industry benchmarks for performance and government certification guidelines.