



FOR IMMEDIATE RELEASE

**ZENITH CONVERTER BOX SHIPMENTS SURPASS ONE-MILLION UNIT
MILESTONE AS DISTRIBUTION EXPANDS TO REACH MORE AMERICANS**

*Friday Marks 200-Day Countdown to Digital TV;
Free DTV Countdown Clock Now Available on Zenith Web Site*

WASHINGTON, July 29, 2008 – With this Friday marking the 200-day countdown to the end of full-power analog TV broadcasting in the United States, more than 1 million Zenith digital television (DTV) converter boxes already have been shipped to thousands of retail stores, and production has ramped up to support more retail placements. Zenith’s DTT901 converter box with the popular new analog pass-through feature (suggested retail price \$59.95) is a simple addition to a home TV that relies on an antenna for reception of over-the-air signals, and distribution of this latest model is expanding to reach even more viewers.

“Today, we’re pleased to announce that Kmart has joined the list of large retailers now carrying the Zenith DTT901, a remarkable product no bigger than a hardback book that can bring the wonders of digital TV broadcasting even to the oldest of analog TV sets,” said Zenith Senior VP Richard Lewis. Sales to retailers have already exceeded a million units at a wide assortment of stores, from national retailers Circuit City and RadioShack to regional dealers such as Fry’s, h.h.Gregg, Abt Electronics, Brandsmart, PC Richard, Nebraska Furniture Mart and others, Lewis said, adding that production is increasing to meet the growing demand.

Free DTV Countdown Clock

To mark the 200-day countdown, Zenith is launching a free desktop widget “DTV Countdown Clock” that can easily be downloaded to computer desktops by visiting www.zenith.com/dtv. The virtual clock automatically counts down the number of days, hours, minutes and seconds remaining until February 17, 2009 – the date that full-power TV stations throughout the U.S. will switch off their analog broadcasts in favor of digital TV transmissions that are already on the air. The Zenith DTV microsite features the countdown clock in English and Spanish.

Government Coupons Going Fast

Since the federal government began taking applications for \$40 discount coupons for converter boxes in January, more than 21 million coupons have been requested – and requests are picking up steam with more than 112,000 orders coming in each day. Consumers have already purchased more than 6 million converter boxes with the government-issued coupons, which can be requested from the U.S. Department of Commerce at www.DTV2009.gov, or by calling 1-888-DTV-2009.

Despite its compact size (8 x 7 x 2 inches), the Zenith DTT901 packs in a long list of consumer-friendly features and a universal remote control that offers one-touch closed-captioning control, accessibility to Second Audio Program information, a “what’s on next” program guide button, and one button for signal strength – and even a sleep timer.

Super Energy Efficient: The DTT901 goes above and beyond the federal ENERGY STAR® requirements, drawing only five watts when active and less than half a watt while in standby mode. And to save even more energy, the DTT901 is designed to automatically turn off after four hours of inactivity.

Digital Closed Captions: In addition to V-Chip parental control, the DTT901 provides advanced digital closed captions, including the capability to choose from multiple fonts, sizes, colors, backgrounds, and more with one-touch convenience from the remote control. This builds on Zenith’s heritage of accessible products, including the first analog TV sets with closed-captioning capability more than 15 years ago.

Supreme Simplicity: Setup couldn’t be easier. Just connect an antenna, put the included AAA battery in the remote control, and connect the box to the TV’s antenna input. A channel scan can be accomplished in seconds. Each individual digital TV channel is also customizable with the on-remote Zoom button, so viewers can choose how digital TV programs are displayed on their analog TV (full screen or letterboxed, for example.) And the DTT901 even remembers viewing preferences, channel by channel.

Operators Standing By: An easy-to-follow connection guide is included, and DTT901 owners may also call Zenith’s toll-free consumer hotline (1-877-9ZENITH) for set-up and operational assistance.

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