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**ZENITH DONATES DIGITAL TV CONVERTER BOXES  
TO HELP DENVER SENIORS MAKE DIGITAL TRANSITION**

**DENVER, Aug. 26, 2008** – With 175 days remaining until the end of analog broadcasts from full-power television stations, TV viewers who rely on over-the-air reception – including many senior citizens – now need to make decisions about how they will transition from analog to digital reception.

The legendary Zenith brand, familiar to generations of Americans, is among the most popular brands of digital-to-analog converter boxes that keep an old TV running while delivering the benefits of a better picture and more channel choices.

Zenith representatives, in town this week for the Democratic National Convention, today announced the donation of dozens of converter boxes to the Denver Area Agency on Aging, to help local nursing home residents with the change in TV broadcasting.

The federal government's National Telecommunications and Information Administration (NTIA) is offering \$40 discount coupons for consumer purchase of Converter Boxes. Coupons can be requested at [www.DTV2009.gov](http://www.DTV2009.gov), or by calling 1-888-DTV-2009.

“The pending February switch to digital broadcasts by on-air television stations could leave many residents of nursing homes without television. Many seniors are on tight fixed incomes and don't have the money to purchase the converter boxes that are available for this switch,” said Jayla Sanchez-Warren, Area Agency on Aging Director for the Denver Council of Governments.

“At this time, the NTIA can only make available two discount coupons for converter boxes per address, including for nursing homes. That is why the Denver Regional Council of Governments is so grateful for Zenith's generous donation of converter boxes for nursing home residents in the Denver metro area. For many residents, television is not only their connection to

their city and beyond, but a social connection that has a key role in their quality of life,” Sanchez added.

Despite its compact size --smaller than a hardback book, at 8” x 7” x 2” -- the Zenith Digital TV Tuner Converter Box (model DTT901) packs in a long list of consumer-friendly features and a universal remote control that offers one-touch closed-captioning control and access to Second Audio Program information (for Spanish-language and video description audio services where available). Also, 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<sup>®</sup> 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 pioneering developments in hearing aid technology, the first analog TV sets with closed-captioning capability more than 15 years ago, and the first digital TVs with closed captions.

**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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