



FOR IMMEDIATE RELEASE

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

MINNEAPOLIS, Aug. 28, 2008 – With only 24 weeks 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.

More than one out of five Minnesota TV viewers watch favorite shows with an antenna. According to the Minnesota Broadcasters Association, 21 percent of Minnesota households watch over-the-air TV broadcasts and the number is even higher (23 percent) in the Minneapolis metropolitan area.

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 next week for the Republican National Convention, today announced the donation of dozens of converter boxes to the Minnesota 4-H to help local viewers 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, or by calling 1-888-DTV-2009.

"We are thrilled to receive the Zenith converter boxes," said Dorothy McCargo Freeman, State 4-H Youth Development Program Leader. "The 4-H Digital TV project is to help Minnesotans, especially seniors and other populations who will have trouble understanding what they need to do to prepare for this important change. The 4-H Digital TV teams will use the

Zenith boxes in their education efforts, and then distribute them to some lucky Minnesota seniors."

Minnesota 4-H has teamed with Best Buy, the nation's largest electronics retailer (headquartered in the Gopher State), to launch a new statewide effort to help communities prepare for the television broadcasting switch to digital early next year.

As part of a national 4-H service project, Minnesota 4-H has pulled together teams of youth and adults throughout the state to help their communities prepare for the DTV transition. The local 4-H DTV teams will conduct educational presentations at various locations such as senior centers, county fairs, and other community events. The teams will share information and help people prepare for the upcoming DTV change, which may include helping to figure out if someone needs a converter box, how to order the free coupons, and where to find a coupon-eligible converter box.

To learn more about 4-H DTV teams and how they can help you prepare, contact Tyler Ahnemann at (612) 624-7999.

Zenith Converter Boxes Widely Available at Retail Stores

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[®] 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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CONTACTS: John Taylor , (847) 941-8181, john.taylor@zenith.com
 Dave Arland (317) 701-0084, dave@arlandcom.com