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HDTV MAGAZINE, AFFINITY MARKETING & THE HDTV EXPO MAKE COMMENTS TO THE NTIA REGARDING THE DIGITAL TRANSITION & COUPON PROGRAM

Three Companies Combine Strengths to Offer an End-to-End Solution to the National Telecommunications Information Agency (NTIA) for Massive Consumer Education and a Nationwide Digital to Analog Converter Box Coupon Program

FORT WAYNE, IN -- September 29, 2006 -- HDTV Magazine, Affinity Marketing and The HDTV Expo have announced today that their companies joined together and made official comments to the Department of Commerce and NTIA in response to their Notice of Proposed Rulemaking (NPRM) concerning details involving the conversion from analog to digital TV; a consumer awareness of this "watershed" event in TV history; and, a proposed converter box Coupon Subsidy Program for U.S. households.

The purpose of their joint proposal is to offer solutions that promote a simple, smooth and orderly path towards February 18, 2009, the actual date when all TV stations will exclusively transmit digital signals and all analog frequencies will be returned to the FCC. The returned spectrum will be auctioned to reduce the Federal deficit, used in homeland security and for other public safety needs.

Industry veterans Dale Cripps, Ron Bruce and Chris Walczak proposed a two-year, 30 to 50 city Public Awareness campaign to the NTIA to publicize the benefits of digital TV and the high-definition TV experience at consumers education and product display events called The HDTV Expo.

Mr. Bruce, President of Affinity Marketing said that staff at his Company and its partners have over 100 years of combined experience in distribution and product, program and payment tracking. It was within this context that a workable, nationwide solution to the distribution and administration of Government subsidized Coupons was offered that would minimize waste, fraud and abuse.

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Mr. Cripps, Publisher of HDTV Magazine said, “The HDTV Expo events will serve as a ‘grass roots’ platform that will focus local and national attention on the changes affecting virtually every television household in the U.S. Some researchers estimate that the total U.S. households that rely exclusively upon analog TV is at over 23 million. The HDTV Expo and all the publicity created around it will educate the public about the Government’s solution for their analog TVs; The Coupon Program; and, the exciting world of HDTV.”

Chris Walczak, SVP of Business Development for The HDTV Expo commented, “The HDTV Expo also provides a chance for consumers to experience the excitement of a real Consumer Electronics Show with dozens of companies exhibiting their latest products. This sort of event is normally reserved only for CE industry ‘insiders’ at ‘trade-only’ shows. The HDTV Expo will also host a series of interactive educational briefings where people can learn about the myriad of topics surrounding digital HDTV. The HDTV Expo is for anyone interested in buying an High Definition or Digital Television as well as those who already have one and want to get the most from their entertainment investment.”

Watch for the schedule at <http://www.theHDTVexpo.com>.

Dale Cripps may be called with questions at HDTV Magazine: 1-800-LOV-HDTV. Or, phone Ron Bruce at Affinity Marketing: (260) 760-7352. You can also email Chris Walczak at: chris@thehdtvexpo.com. Sponsors and exhibitors interested in participating in The HDTV Expo can go to: www.thehdtvexpo.com/exhibitor for pertinent information.

About HDTV Magazine

HDTV Magazine (www.HDTVmagazine.com) is “the” website for everyone who loves HDTV. In 1984, Dale Cripps founded The HDTV Newsletter, a professional publication distributed into 24 countries to those developing HDTV. In 1998, The HDTV Newsletter evolved into the first online publication dedicated to HDTV -- HDTV Magazine. Mr. Cripps is the winner of the coveted Best Press Leadership Award from the Academy of Digital Television Pioneers and is a charter member of the Academy. He is the founder of the High-definition Television Association.

About Affinity Marketing, LLC

Affinity Marketing (a Bruce Group Company) was founded in 2003 by Ron Bruce. Ron is one of the pioneers in the Satellite Television Industry. Today, Affinity Marketing (www.affinitymarketing.biz) consults for and coaches a host of diverse consumer electronic and satellite TV clients, helping them find creative ways to increase sales, improve profits, and operate more efficiently. Mr. Bruce has conducted hundreds of Dealer Training Seminars all around the U.S. He was elected to the Board of Directors of S.P.A.C.E. (the first satellite TV trade association). Mr. Bruce held Sr. Management positions for over 20 years at two leading Satellite TV and Consumer Electronic Equipment Distributors. He recently published a 312-page book titled, The Marketing Bible for Satellite TV and HDTV Dealers. This book is considered by many to be the definitive “how to” manual for marketing advanced consumer electronic products.

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