

FOR IMMEDIATE RELEASE

Contact:

Bill Booth
Director, Strategic Relationships
NASBA - The Association of Channel Resellers
Tel: 949-729-2259, x237
Email: bbooth@nasba.com

NASBA and CEA Partner to Offer Channel Resellers “an Edge” in the Digital Home Market

Atlanta, Georgia, October 19, 2005 — NASBA, the Association of Channel Resellers, in alliance with the Consumer Electronics Association (CEA®), today announced the launch of the NASBA Digital Home/Edge and Edge⁺ Membership program. Membership is designed to strengthen business opportunities for channel resellers in the digital home market through access to resources from NASBA, CEA and its flagship event, the International Consumer Electronics Show (CES®), and D&H Distributing's CEA Member Savings Program.

“Consumers’ always-connected lifestyle at home and on the go offers diverse possibilities for NASBA channel resellers who can bring advanced IT knowledge and experience to the digital home market”, said Robert Danese, Executive Director, NASBA. “In conjunction with CEA, the new membership program will help broaden their skill levels to engage customers and increase sales in this particular niche.”

For \$100 annually, the NASBA Digital Home/Edge Membership offers priority access to:

- CEA resources such as preferred pricing on events and conferences, online training through CEknowhow.com, a subscription to *CE Vision* magazine, and the CEA Annual Report of “5 Technologies to Watch”.
- The International Consumer Electronics Show, January 5-8, 2006 in Las Vegas, with preferred pricing on conference and workshop sessions, a private invitation to *NASBA's Digital Home Business Insight* Session and Social, premium hotel availability at advance rates, ground transportation, and entry into CES Allied Association Lounges.
- Supplementary NASBA membership services that include priority invitations and discounts on NASBA Relationship Programs such as NASBA Technology Conferences and In-Touch programs, NASBA Digital Home Tele-Trainings, NASBA Sales Academy Quarterly Roundtables, NASBA Revenue Share Load programs, NASBA Vendor and Distributor partner programs, and more.

For \$300 annually, the NASBA Digital Home/Edge⁺ Membership includes all the benefits of an Edge Membership with premium NASBA and CEA resources such as:

- CEA TechHome® Membership offering online referrals, promotions, research, training and tools to increase sales in the digital home market.

-more-

- First right of refusal status for all NASBA Relationship Programs and exclusive registration options for monthly NASBA Digital Home Tele-Trainings.
- Access to D&H Distributing's CEA Member Savings Program. This is an existing program offered by NASBA's preferred distributor strictly for CEA Members. Edge⁺ members will have access to preferred pricing and special promotions on consumer electronics and digital home IT products, to increase their buying power and competitive stance in the market.

For more information on NASBA Digital Home/Edge and Edge⁺ Membership program, visit <http://www.nasba.com/programs/dhe> or call Bill Booth at 949-729-2259, x237.

About NASBA

NASBA -The Association of Channel Resellers - is the largest professional trade association for IT resellers in North America, serving over 14,000 member companies that are white box builders, integrators, VARs, and solution providers. We promote growth in the industry with research, promotions, unique member-only services, events, and business and strategic relationships. NASBA members, who account for a significant share of IT market sales in North America today, experience enhanced profitability through exclusive programs, services and cost-saving opportunities. Visit www.nasba.com.

About CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry through technology policy, events, research, promotion and the fostering of business and strategic relationships. CEA represents more than 2,000 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$90 billion in annual sales. Visit www.CE.org.

###

All trademarks and registered trademarks are the property of their respective owners.