

NEWS RELEASE

FOR IMMEDIATE RELEASE

Equal Footing Foundation Receives \$20,000 Grant from Consumer Electronics Association

HERNDON, VA—February 4, 2008—The Equal Footing Foundation (EFF), the charitable arm of the Northern Virginia Technology Council with programs for youth development and education for underserved youth in the region, announced today the Consumer Electronics Association (CEA) has awarded a \$20,000 grant to support EFF's educational initiatives for students in Northern Virginia.

The EFF currently has six Computer Clubhouses that each week serves 1,500 Fairfax County students, ages 8 to 18. The Computer Clubhouses are located in established community centers and provide a safe after-school educational environment where students can gain a deeper understanding of technology. Working with their peers and adult mentors, students participating in the program can explore their academic potential and develop self-confidence and marketable work skills to prepare for future careers.

"CEA is pleased to be a part of EFF's efforts because we believe that kids should be exposed to technology," said Gary Shapiro, CEA's president and CEO. "EFF is helping underserved kids in Northern Virginia and we are honored to support this important mission."

EFF will use \$20,000 grant in support of outreach efforts to students that lack access to technology at home, a number of educational and workforce development initiatives, and annual Botball Robotics programs in which students design and build robots to compete with other teams from around the region.

"CEA's generous grant will make a huge difference for the youth in Northern Virginia that benefit from the educational programs being offered at our Computer Clubhouses," said

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Colleen Hahn, EFF's president and executive director. "We also hope their generous support will help encourage others in the technology and business community to give back to our local youth as they are our future workers."

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About Equal Footing Foundation

Equal Footing Foundation is a Virginia based 501(C)(3) nonprofit focused on youth development and education. The Foundation's goal is to provide an equal opportunity environment where youth can access the tools needed to successfully compete with a skilled and educated workforce. We accomplish this goal by funding, launching and sustaining Computer Clubhouses in partnership with local governments, businesses and other non-profit entities. The Computer Clubhouses we support are centrally located within established community centers, in close proximity to schools and bus routes for easy after school access. The result is an innovative and safe after-school learning center where children ages 8-18, many of whom do not have access to technology at home, work with adult mentors to learn, develop, and explore their potential. For more information, visit: www.efooting.org.

About CEA

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$161 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES - Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

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