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**FLAT-PANEL TVS TOP SHOPPING LIST OF ELECTRONICS ENTHUSIASTS,
ACCORDING TO NEW SURVEY FROM THOMAS, TOWNSEND & KENT**

**Study Conducted with BIGresearch Reveals How, When and Where
Consumers Plan to Purchase Flat-Panel TVs in the Next Six Months**

CHICAGO (October 5, 2006) — A new survey from Thomas, Townsend & Kent (TTK), the online publisher of an e-mail newsletter network that focuses on the interests of affluent Americans, revealed that flat-panel TVs top the list of the consumer electronics purchases that consumers plan to make in the next six months.

In this national study conducted with market intelligence firm BIGresearch, 14.5% of 2,108 respondents, all subscribers to TTK's popular e-publication *Home Electronics Journal* (HEJ), intend to purchase flat-panel TVs this fall and winter.

Analysis of the survey responses also found that during the decision-making process, these consumers will spend an average of 2.7 hours online and in retail locations researching their product options. 76.4% will research product websites before buying, and 72.1% will conduct in-store research.

These flat-panel TV intenders plan to make their purchases at Best Buy (77.4%), Circuit City (53.8%), Wal-Mart (41.3%) and manufacturer websites (30.7%). Many of these consumers also plan to purchase other TV accessories, including HD DVD players (6.6%), home theater systems (13.7%) and video game systems (10.4%).

"The football season and new network programming spurs consumers to make television purchases and upgrades in the fourth quarter," said Roy Weiss, TTK's executive vice president. "In today's marketplace, television manufacturers with a strong online presence and the ability to drive consumers to retail will be the big winners," he added.

Advertisers can reach these flat-panel TV intenders by advertising in HEJ, or renting the subscriber list, which currently numbers 934,646 and is available for e-mail and postal rental.

For more information on the Flat-Panel TV Intenders, contact Dominique Hines at 312-266-6400 ext. 104 or dhines@thomastownsendandkent.com. Individuals interested in receiving a complimentary report on the findings of this recent study can request the information at the TTK website, www.thomastownsendandkent.com.

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