



For Immediate Release

Contacts:

Leslie Stevens
Eclipse Marketing
(949) 363-5340

eclipsemarketing@cox.net

Kerry Moyer
CEA
(703) 907-7694
kmoyer@ce.com

ECLIPSE MARKETING AND CEA ANNOUNCE A NEW CEA MEMBER BENEFIT TO SUPPORT THE MARKETING EFFORTS OF TECHHOME & PARA MEMBERS

Eclipse Marketing To Provide CEA Members With Professionally-Designed and Cost-Effective Marketing Tools That Feature Electronic Integration At Home

Laguna Niguel, CA: July 5, 2007 — Eclipse Marketing, a full-service marketing and public relations firm, and CEA (Consumer Electronic Association), today announced a new member benefit to bring TechHome and PARA members a full suite of affordable marketing tools that will help CEA members grow their business.

Eclipse's program provides electronic integrators with the most commonly used marketing tools that promote the digital lifestyle. Some of these tools include literature, websites, vehicle wraps and e-newsletters. The added benefit is that each tool is personalized for every member.

Says Kerry Moyer, Senior Director, Strategic Relationships for CEA, "We are excited about offering our members with a complete line of cost-effective and professionally-designed marketing tools. Our members now have a simple and effective solution for acquiring "Tried and True" marketing tools that are easy and quick to acquire. We are confident our members will find this solution a valuable part of growing their business."

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The marketing tools are specially designed so that members can effectively promote their business to homeowners, homebuyers, builders, architects and interior designers. Members simply select the target market they wish to reach and the vehicle to get there.

TechHome and PARA members are entitled to special pricing on these marketing tools. Members may simply contact Eclipse Marketing and select the marketing item that best fits their promotional campaign. Their marketing tools are immediately personalized with their logo and contact information. Dealers may also request the replacement of any existing images with photographs of their own. All TechHome and PARA marketing tools are designed to include the association's logo, and a description of TechHome and PARA, further endorsing the integrator's credentials.

TechHome and PARA members may reach Eclipse Marketing at (949) 363-5340 or e-mail eclipsemarketing@cox.NET. Or members can order online at www.eclipsemarketing.NET.

ABOUT ECLIPSE MARKETING

Eclipse Marketing is a full-service marketing and public relations firm dedicated to helping Residential Electronic Systems Contractors and manufacturers raise the standard of excellence in their businesses. The company specializes in the audio / video industry, security industry and new construction market. For more information about Eclipse Marketing or the services they offer, contact Leslie Stevens, President of Eclipse Marketing at (949) 363-5340 or eclipsemarketing@cox.NET. Or visit www.eclipsemarketing.NET.

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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 2,100 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 \$140 billion in annual sales. CEA's resources are available online at www.CE.org, the definitive source for information about the consumer electronics industry. CEA also sponsors and manages the International CES - Defining Tomorrow's Technology. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.

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