



October 5, 2008

Dear Marketing and Communications Professionals:

Have you been disappointed with your company's past efforts to meet and brief important industry analysts and trade press at the *Consumer Electronics Show* (CES) in Las Vegas?

If the answer is yes, don't worry, you're not alone. Most companies have a hard time rising above the din and getting noticed by industry influencers, despite the fact that the official CES press list has more than 2,000 registrants.

We are Quint Public Relations, and we can help you make a significant impact at CES this year.

Quint PR is a small, focused shop specializing in semiconductor technology and located in the heart of Silicon Valley. At recent CES shows, we have worked for leaders such as LSI Logic, Marvell, and NVIDIA, as well as unknown start ups. Our record speaks for itself:

- From 2006 to 2008, we successfully scheduled 88 press and analyst interviews for four different clients at CES
- More than 85% of the appointments showed up at the pre-arranged time and place . a rare feat at a show where many appointments tend to no-show.
- In 2007, we scheduled a record 33 appointments for one client . and another dozen editors and analysts spoke to the client due to our efforts on the show floor.
- Also in 2007, we convinced an ABC News crew to tape an interview with a client on the spot, gaining them broadcast exposure.

How do we achieve such outstanding results? First, we select the most important editors/analysts in the media list who target your market segment. Second, we reach out to them through invitations, our special drop-by confirmations, and pre-show publicity. Finally, we understand the consumer electronics markets, particularly from the chip supplier's point of view.

For product announcements or important news, we can prepare PR plans that encompass the entire cycle prior to show, during the show, and post show. Activities include:

- Develop program strategy;
- Prepare product announcements;
- Press materials including news releases; and,
- Web content.

To speak directly with Patrick Whitmarsh or Matthew Quint, please call Quint PR at 650-599-9450, or visit www.quintpr.com to learn more about us.