

NEWS



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2009 ERA D2C Convention Achieves Record Attendance

Attendance Increases 32 Percent over 2008 at Direct Response Industry's Preeminent Event

ARLINGTON, Va. – September 17, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced the 2009 ERA D2C Convention in Las Vegas was the most well-attended event in the organization's history, with more than 3,200 registered attendees – a 32 percent increase over last year's show.

"The overwhelming success of our show can be attributed to two primary factors," said Julie Coons, ERA's president and CEO. "First and foremost, the attendance at the ERA D2C Convention this year is an indication of the strength and vitality of the direct response market, even during tough economic times. And secondly, we listened to our members and made fundamental changes to improve show floor traffic and overall attendance. It's clear that the combination of these changes and growing interest in our industry was reflected in the significant response to the show."

Among the changes introduced at the show this year were free and low-cost exhibit hall access, which featured more than 80 exhibitors; daily free networking lunches; the D2C Catwalk; Product Theater; and an expanded full day of education sessions including three tracks and a Women in Business Symposium.

About the 2009 ERA D2C Convention

The Electronic Retailing Association's 2009 ERA D2C Convention is the 19th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees

and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as a wide variety of events on the trade show floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit www.retailing.org.