



NEWS

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ERA Debuts The Great Ideas Summit 2010

Successor to eRetailer Summit to Feature Interactive Discussions on Direct Response Industry's Latest Trends and Hot Topics

ARLINGTON, Va. – September 14, 2009

WHO: The Electronic Retailing Association (ERA)

WHAT: The Great Ideas Summit 2010

WHERE: Hilton New Orleans Riverside
New Orleans, Louisiana

WHEN: February 1-3, 2010

WHY: A new name and a new focus. The Great Ideas Summit 2010 – formerly known as the eRetailer Summit – will tackle some of the hottest trends and issues being faced by the direct response industry. Among the topics under discussion at this education-focused conference will be video for the digital age, the future of paid programming and mobile commerce.

For more information about The Great Ideas Summit 2010, visit www.ERAGreatIdeas.org.

Registration and Housing Information

Registration is now underway, with a \$100 discount for attendees of the 2009 ERA D2C Convention in Las Vegas this week. This special offer is available for registrations completed at the D2C Convention or via fax by September 23.

To book your room at the host hotel – the Hilton New Orleans Riverside, please visit <http://www.hilton.com/en/hi/groups/personalized/MSYNHHH-ERA-20100127/index.jhtml>.

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.