

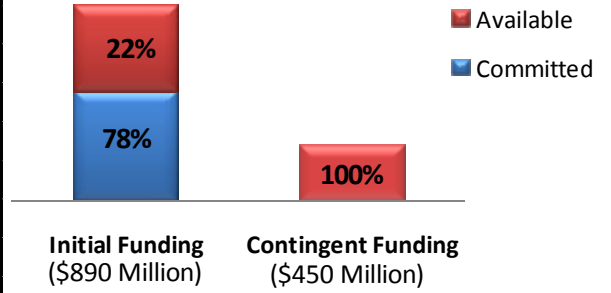
**TV CONVERTER BOX COUPON PROGRAM  
WEEKLY STATUS UPDATE \***

**Wednesday, July 30, 2008– 4:00PM EDT**



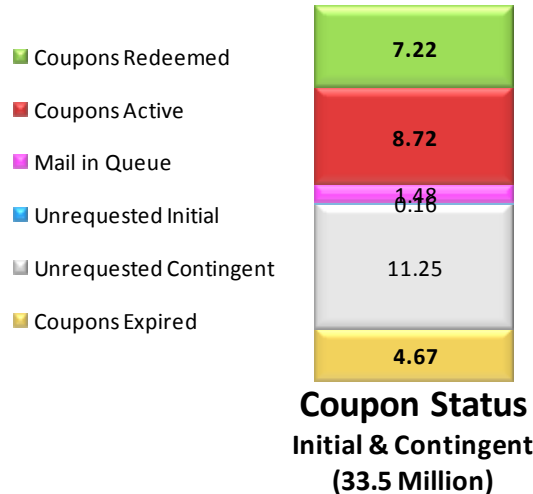
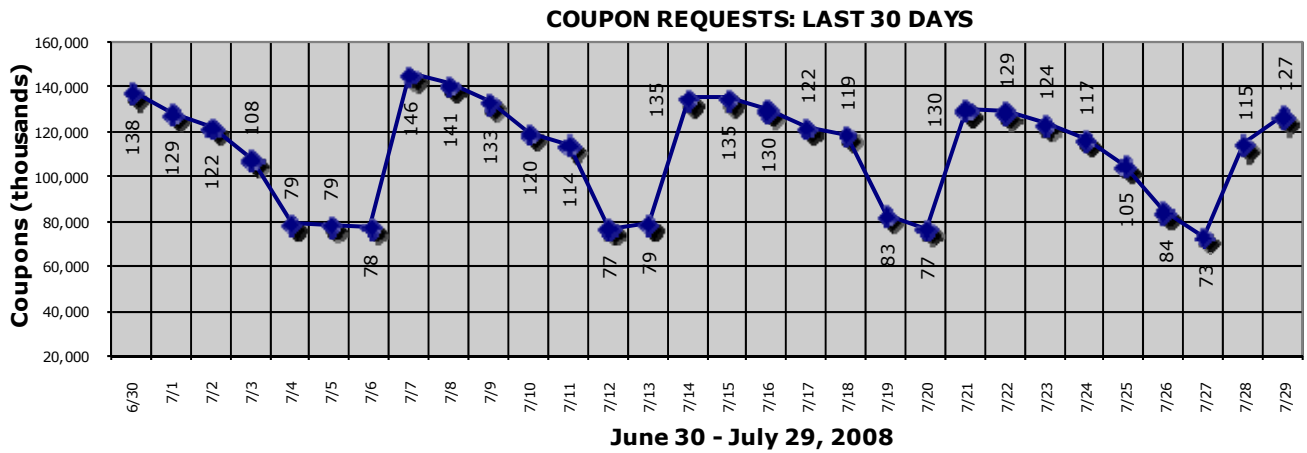
Households Approved	11,739,482
Coupons Requested	22,086,671
Coupons Mailed	20,623,733
Coupons Expired	4,672,451
Coupons Redeemed	7,221,795
Coupons Active	8,729,487
Funds Committed**	\$696,334,286
Initial Funds Available	\$193,665,714
Funds Settled	\$268,637,924
Average Daily Orders YTD	104,670
Average Daily Orders Last 30 Days	111,589
Average Daily Orders Last Week	106,457
Redemption Rate	46.9%
Retailers/Locations	2,415 / 27,928
Phone/Online Retailers	13 / 29
Converters/Pass-through	129 / 55

**Total Coupon Funding  
(\$1.34 Billion)**



\*Data thru 7/29/08

\*\*Includes redemptions <\$40 & funds returned from unredeemed & expired coupons



**TV CONVERTER BOX COUPON PROGRAM**

**WEEKLY REDEMPTIONS REPORT \***

**Wednesday, July 30, 2008– 4:00PM EDT**

\*Data thru 7/29/08

- **Red Boxes indicate complete data.**
- **Blue boxes indicate minimum values.**  
These may rise based on future redemptions.



**Redemptions by Expiration Date**

Coupons Issued Date - Week Ending	Coupons Expiring - Week Ending	Total Coupons Issued That Week	Total Redemptions (From Coupons Issued That Week)	Coupons Expired / Lost / Stolen (From Coupons Issued That Week)	Percent of Coupons Redeemed by Days From Issue Date				Cumulative Redemption Rate
					0-30	31-60	61-90	Total %	
2/23/2008	5/23/2008	220,809	103,780	117,029	16.6%	10.7%	19.8%	47.0%	
3/1/2008	5/30/2008	619,157	246,639	372,518	13.2%	8.7%	18.0%	39.8%	
3/8/2008	6/6/2008	480,005	167,126	312,879	10.8%	7.4%	16.6%	34.8%	
3/15/2008	6/13/2008	479,981	197,910	282,071	13.1%	9.0%	19.2%	41.2%	
3/22/2008	6/20/2008	859,979	388,139	471,840	13.2%	10.9%	21.1%	45.1%	
3/29/2008	6/27/2008	1,289,878	602,388	687,490	13.3%	12.1%	21.2%	46.7%	
4/5/2008	7/4/2008	1,059,711	491,319	568,392	12.6%	11.2%	22.6%	46.4%	
4/12/2008	7/11/2008	1,031,076	482,232	548,844	13.2%	11.2%	22.5%	46.8%	
4/19/2008	7/18/2008	1,295,724	677,960	617,764	15.4%	13.2%	23.8%	52.3%	
4/26/2008	7/25/2008	1,247,132	667,660	579,472	15.5%	13.9%	24.2%	53.5%	46.9%
5/3/2008	8/1/2008	2,010,999	935,477	116,423	12.4%	14.8%	19.4%	46.5%	
5/10/2008	8/8/2008	1,910,421	698,778	105	10.4%	14.1%	12.1%	36.6%	
5/17/2008	8/15/2008	806,777	285,034	41	13.1%	14.6%	7.7%	35.3%	
5/24/2008	8/22/2008	449,789	150,996	16	14.6%	15.1%	3.8%	33.6%	
5/31/2008	8/29/2008	749,692	231,541	25	15.8%	14.9%	0.2%	30.9%	
6/7/2008	9/5/2008	749,949	193,115	18	15.2%	10.5%	0.0%	25.8%	
6/14/2008	9/12/2008	749,973	176,878	19	15.4%	8.2%	0.0%	23.6%	
6/21/2008	9/19/2008	732,575	153,759	6	16.1%	4.9%	0.0%	21.0%	
6/28/2008	9/26/2008	729,931	128,000	4	16.6%	1.0%	0.0%	17.5%	
7/5/2008	10/3/2008	749,994	94,880	0	12.7%	0.0%	0.0%	12.7%	
7/12/2008	10/10/2008	749,994	56,144	0	7.5%	0.0%	0.0%	7.5%	
7/19/2008	10/17/2008	749,998	13,462	4	1.8%	0.0%	0.0%	1.8%	

**OTA Redemptions by Expiration Date**

Coupons Issued Date - Week Ending	Coupons Expiring - Week Ending	Number of OTA-Reliant Households	OTA-Reliant Coupons Issued	OTA-Reliant Redemptions	OTA-Reliant Coupons Reported Lost / Stolen / Expired	Percent of OTA Coupons Redeemed by Days From Issue Date		Cumulative Redemption Rate
						Total %	Total %	
2/23/2008	5/23/2008	52581	101,806	60,439	41,367	59.4%		
3/1/2008	5/30/2008	156450	294,302	149,541	144761	50.8%		
3/8/2008	6/6/2008	117261	225,034	103,222	121,812	45.9%		
3/15/2008	6/13/2008	116280	222,917	119,009	103,908	53.4%		
3/22/2008	6/20/2008	215461	411,505	228,195	183,310	55.5%		
3/29/2008	6/27/2008	324759	617,221	338,183	279,038	54.8%		
4/5/2008	7/4/2008	261637	495,734	264,159	231,575	53.3%		
4/12/2008	7/11/2008	251227	476,352	264,330	212,022	55.5%		
4/19/2008	7/18/2008	335418	633,544	371,393	262,151	58.6%		
4/26/2008	7/25/2008	330684	623,020	367,557	255,463	59.0%	55.2%	
5/3/2008	8/1/2008	552234	1,041,495	528,443	51,391	50.7%		
5/10/2008	8/8/2008	523515	988,411	396,247	42	40.1%		
5/17/2008	8/15/2008	222094	418,983	161,981	17	38.7%		
5/24/2008	8/22/2008	128602	242,520	88,512	8	36.5%		
5/31/2008	8/29/2008	210109	396,620	132,847	8	33.5%		
6/7/2008	9/5/2008	210639	398,074	111,149	6	27.9%		
6/14/2008	9/12/2008	211847	400,744	102,199	8	25.5%		
6/21/2008	9/19/2008	208827	394,973	89,739	4	22.7%		
6/28/2008	9/26/2008	205836	389,384	73,427	0	18.9%		
7/5/2008	10/3/2008	207997	393,389	54,047	0	13.7%		
7/12/2008	10/10/2008	206731	390,397	32,239	0	8.3%		
7/19/2008	10/17/2008	204294	385,946	7,521	4	1.9%		