

FOR IMMEDIATE RELEASE

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Nationwide Survey Reveals Post-Holiday Returns Season Offers Manufacturers Up Sell Opportunities

Portland, Oregon, January 24, 2005 — TheConsumerEdge today announced the results of a nationwide survey of more than 400 consumers, aged 16 and up, in consumer electronics stores during the three days following Christmas. The objective of the survey was to gain an understanding of consumer behaviors and attitudes in relation to the gift returns process.

The survey found that the majority of returns were gifts being returned by the recipient (70%), and that of these individuals, 72% had searched for product information after receiving the gift. This search included talking to friends and family, using the Internet, reading advertisements, and visiting stores. Consumers stated that the search process had a big influence on whether to return the product and on defining the repurchase if returned.

“For manufacturers, this finding has strong implications for the type of information they may want to make available on the Internet, in-store and by other means just after the holiday,” said Kurt Higgins, President, ChannelForce. “We found that when the repurchase is from a gift, the recipient is less price sensitive, more open to buying something more expensive than what they would normally, extremely concerned about features, and looking for a better brand.”

For a complete analysis of this research survey, contact Kurt Higgins at 503-906-3564.

TheConsumerEdge is a market research organization formed by ChannelForce and NewEdge to deliver strategic insight into consumer and channel buying and selling behaviors, patterns, and requirements. Research in the retail channel may include in-store surveys of consumers, retail managers, and sales associates at the point-of-sale, during the shopping process and post-purchase. Within the VAR channel, TheConsumerEdge will design in-depth analyses of reseller requirements, resources and coverage, as well as the variables that result in successful channel programs. TheConsumerEdge has relationships with over 5,000 consumer electronics and wireless carrier stores within the top 80 U.S. and Canadian markets, as well value-added resellers (VARs) across North America.

About ChannelForce, Inc.

ChannelForce is a sales, training and marketing firm dedicated to designing and implementing custom programs that increase mind and market share for its clients. We partner with technology, consumer electronics and telecom companies to deliver a consistent consumer experience through retail, value-add and direct channels. Since 1993, ChannelForce has helped over 70 clients by creating strategies, tools and relationships that have an immediate and positive impact on the bottom-line. To learn more, visit www.channelforce.com.

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About NewEdge, Inc.

NewEdge is a market research and strategy firm aimed at providing clients with growth opportunities and the marketing strategies needed to capitalize on them. We offer a wide range of innovative services and techniques based on an approach that reduces risk and the uncertainty often associated with pursuing growth. Over more than a decade, NewEdge has put strategy into practice for more than 150 projects across a wide range of industries for technology applications, current and new products, investors, startups, small businesses, Fortune 500s and not-for-profit agencies. To learn more, visit www.new-edgeinc.com.

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