

NEWS RELEASE

For Immediate Release

Contact: Susan Sabanos, Vice President Technology, 949.453.2555, ext. 227

**Home PC is Becoming the Wireless
Entertainment Hub Among 18-34 Year Olds**

FARMINGTON HILLS, MI, August 5, 2008 –A national survey of adults indicates that we can thank 18-34 year olds for leading us out of the tangled mess that was a wired world. According to the survey, 18-34 year olds are much more likely to have a wireless network at home (63% of 18-34 years olds compared to 50% on average) according to Susan Sabanos, Vice President of the Technology Practice at Morpace Inc.

Given the freedom and mobility that comes with a wireless environment, it is not surprising that young adults are also more likely to use their home PC as an entertainment hub. Half regularly watch TV programs on their PC (versus 31% on average) and 63% regularly download games, music and/or video directly to their PC (versus 41% on average).

The survey which measures technology adoption also reveals that males, more so than females, have higher adoption for most technologies including, HDTV, Wi-Fi, mobile phone Internet access, work email and satellite radio.

Survey Methods

The Morpace Inc. survey was conducted on July 18 - 20 using a panel of adults aged 18 and older. The resulting sample was weighted by age to ensure that the demographic profile of respondents matched those of the U.S. population. For results based on the total sample of national adults, percentages are accurate at a 95% level of confidence with a margin of sampling error of +/- 3 percentage points.

About Morpace Inc.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.

Morpace services include customer satisfaction and loyalty in consumer and business banking; product development and pricing; brand and image positioning; and segmentation. Morpace serves global technology companies, as well as those in automotive, financial services, healthcare, retail and other sectors.

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