

CANADIANS TO SPEND BIG ON DIGITAL FOR THE HOLIDAYS

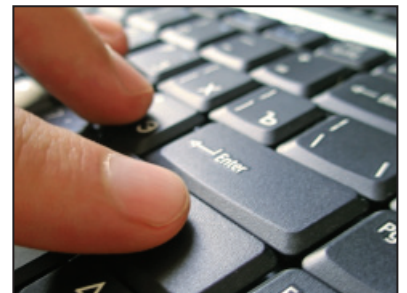
BIG SCREEN HD SETS, DIGITAL CAMERAS AND LAPTOPS
ARE TOP ITEMS OF DESIRE

Toronto (October 2, 2007)—Canadians' love affair for all things digital is in full bloom—over 80% identified a digital lifestyle product as an item on their wish list leading up to the Christmas season according to a national survey by Solutions Research Group.

Following a robust back-to-school period, Canadian consumers are optimistic and confident, suggesting a very strong Christmas period—80% say they have about the same or more money to spend for leisure or lifestyle purchases up 7-points from 73% saying the same thing last year.

Among the findings of the research:

- The top three wish list items overall were: (#1) flat screen high definition TV set—on the wish list of 30%, followed by (#2) a new digital camera (21%) and (#3) a new laptop (20%).
- Rounding out the top 10: (#4) a new cell phone, (#5) a new desktop PC, (#6) digital video camera, (#7) Nintendo Wii, (#8) Apple iPhone, (#9) a Blu-ray or HD DVD unit and (#10) a GPS Navigation unit for the car.
- Apple's iPhone is not available in Canada and yet it was the #7 ranked 'wish list' item among teens and young adults and was ranked #8 among women.
- While HD sets were at the top of the list for adults, it was ranked #5 among teens 12-19. A laptop is the most popular object of desire for teens in the #1 position (32%), followed by a new cell phone (29%), a new digital camera (22%) and Nintendo Wii (18%).
- Digital cameras are popular across all age groups—ranked #2 or #3 for teens, young adults 20-29, 30-49 and 50+ age groups.
- GPS navigation for cars is mainstreaming—it was in the top 10 for both men and women.



Based on the popularity of HD sets and declining prices, SRG expects that one-in-three (36%) of Canadian households will own one by early spring 2008, up from only 24% today. Interestingly, most of those HD sets will not deliver true HD to their owners, as only one-in-ten potential HDTV buyers also intend to get a HD box from their cable or satellite company.

The data in this release come from the Q3 2007 edition Fast Forward™, Solutions Research Group's quarterly consumer trend research program. The results cited are based on a survey of 1,000 online Canadians aged 12 and older in August 2007. To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

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DIGITAL ITEMS ON WISH LIST—TOP 10

What digital items below are on your wish list for the holiday season coming up? (aided)

	Flat screen High Definition TV	30%		New Digital Video Camera	10%
	New Digital Camera	21%		Nintendo Wii	9%
	New Laptop Computer (Windows)	20%		An iPhone	8%
	New Cell Phone	15%		Blu-ray or HD-DVD High Definition DVD Player	8%
	New Desktop Computer (Windows)	12%		GPS Navigation System for the car	7%

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