



Press Release

For Immediate Release

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Home Entertainment 2004 Now Coast to Coast

New York, NY—September 2003—After the resounding success of Home Entertainment 2003 in San Francisco this past May, Home Entertainment 2004 will take place in not one but **two** locations—New York City and San Francisco. Consumers on the East *and* West coasts will have an opportunity to see, firsthand, the latest in consumer electronics and home entertainment products, and to meet the companies and retailers who sell them.

The New York Hilton will host **Home Entertainment 2004 East**, on **May 20–23, 2004**. This location was the site of HE2002, where a record number of consumers heard firsthand a plethora of new products from exhibitors, and attended many free educational seminars, free concerts, and more.

The Westin–St. Francis Hotel in San Francisco will be the location of **Home Entertainment 2004 West**, on **November 4–7, 2004**, 16 months after the much-publicized HE2003. Home Entertainment 2004 West will mark the fifth time this event has taken place in San Francisco.

Home Entertainment 2004 East and **West** will each be open to the public for three days. Day one will be reserved for trade and press only, so that informative meetings can take place among exhibitors, retailers, distributors, and the media.

A ticket to Home Entertainment 2004 East or West will offer the Show attendee a wide variety of educational seminars on what's hot and new in consumer electronics technology, focusing on high-performance audio and home theater. HE2004 will also feature a pavilion devoted to digital photography and cutting-edge videography. In addition, each ticket will admit the showgoer to the many free, live music performances held daily—including a grand performance concert held one night at the Show.

Irwin P. Kornfeld, V.P. Group Publisher of Primedia's Home Technology & Photography Group and Executive Director of the Home Entertainment Shows, said, "Our shows in both New York City and San Francisco have been very well attended events. And, given that today's consumer wants to stay on top of the new technologies and components as they are introduced, we've got to reach the readers of our magazines, and our show attendees in these important markets, more frequently. These shows give manufacturers and local retailers the perfect opportunity to showcase their products in an informative setting and at an event that consumers have grown to trust. When it comes to getting the best advice, knowledge, and information, the Home Entertainment Shows keep qualified customers at the forefront and in the market."

Co-sponsored by *Home Theater*, *Stereophile Guide to Home Theater*, *Stereophile*, and *Audio Video Interiors* magazines, the Home Entertainment Shows are the country's only events open to the public that offer an up-close and personal look at the latest available high-performance sound and image products, both now and soon to come.

Home Entertainment 2004 East

New York Hilton

New York City

Dates: May 20–23, 2004

(Open to the trade only on May 20)

Home Entertainment 2004 West

Westin–St. Francis

San Francisco, CA

Dates: November 4–7, 2004

(Open to the trade only on November 4)

Tickets: \$35.00 weekend pass / \$25.00 one-day pass

Advance tickets can be ordered online at www.HomeEntertainment-EXPO.com.

For more information about special exhibitor packages for the Home Entertainment Shows in 2004, please contact Brian Georgi at 212-229-4868 or brian.georgi@primedia.com.

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