

For Immediate Release



***TeenSpot & Gorilla Nation Survey Unwraps Pricy Holiday Presents –
Electronics Top Both Boys' & Girls' Wish Lists***

LOS ANGELES, CA – November 21, 2006 – What do most teens want to find under the tree this Christmas morning? iPods - especially the smaller Nano model. And, while these topped most wish lists last year, what's interesting about this year's results is that all 8 gifts requested by both boys and girls are all consumer electronics.

In a recent [TeenSpot](http://www.teenspot.com/) (<http://www.teenspot.com/>) survey, co-developed with its ad rep firm, [Gorilla Nation](http://www.gorillanation.com/2006/) (<http://www.gorillanation.com/2006/>), thousands of teens were asked what was on their holiday wish lists this year. The most requested holiday gifts among teen girls are: 1) iPod; 2) Cell phone; 3) Laptop; and 4) Digital Camera. For guys: 1) Playstation 3 (good luck getting one); 2) iPod; 3) Xbox 360; and 4) Nintendo Wii.

It's fairly well known that more consumer electronics are sold in the U.S. in the fourth quarter than in the previous three combined, and these lists show why. After wanting iPods, girls' gifts appear to be more communicative and creative, while guys just want to have fun, with 3 out of 4 of their items being videogame systems. While it's no surprise that teens are heavy users of gear and gadgets, whether they're used for practical applications or conspicuous consumption (keeping up with the Jones' kid) is anyone's guess.

A recent Consumer Electronics Association study reports that consumer electronics gifts will account for 25% of all holiday gifts with revenues reaching \$21 billion this holiday season, compared to \$17 billion (21%) in 2005. Overall household spending for the holidays (gifts, decorations, food, travel and other expenses) is expected to be up 14% this year to \$1,625. Of that, half will be spent on gifts - a 27% increase compared to last year – with an average consumer electronics gift cost of \$195.

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