

PRESS RELEASE

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General Interest, Consumer Electronics, Local Events, Trade Shows, CA News

Best Buy and RCA Team Up at Long Beach DLexpo to Offer Real-World Home Theater Solutions

TUSTIN, Calif. - Aug. 2, 2004 /Send2Press Newswire/ -- Leading electronics retailer Best Buy and RCA are teaming up to offer real-world experience at the first Digital Lifestyle Symposium in Long Beach August 14 - 15, 2004.

"Best Buy and RCA help define Americas new digital lifestyle," said DLexpo promoter Chris Jacobson. "Their presence in our program will give attendees a rich and varied number of digital products to learn about and buy."

Best Buy will feature new RCA High Definition televisions, along with dozens of other digital toys and tools.

"This is just the type of show we've been looking for," said John Cortes, an Installation Professional for Best Buy. "We'll be featuring our products on the DLexpo show floor in a series of vignettes, just like we do in the high-end home theater areas of our stores. We offer same-day and next-day delivery and installation out of our Westminster store, and we're going to be offering that on the show floor as well. This way attendees can see how our gear can fit into their home and into their digital lifestyles."

Customers can visit Best Buy in the Westminster Mall in Westminster, California, just off the 405 Freeway for discount tickets to DLexpo. With a discount ticket, attendees get into the Expo for half price and can save \$20 off the Symposium series and 50% off any workshop at the show. DLexpo attendees in Long Beach will have a chance to win a free home theater, one of the thousands of dollars in prizes to be given away over the course of the two-day event. Visit the DLexpo web site for all the show details.

The Digital Lifestyle Expo is a buying show, bringing together educators, consumers and experts eager to embrace the latest in digital technology, including video, photography, music, the Internet, wireless technologies and home entertainment. The DLexpo is also awarding thousands of dollars in prizes at each event, including editing hardware and software, an Apple iPod and other digital goodies. Held in multiple regional markets selected to deliver largely untapped groups of new buyers, DLexpo events allow users at all levels of experience to meet the manufacturers, test the latest products, and learn the secrets of the pros.

For more information, access <http://www.dlexpo.com>.

California Event Management offers independent management, development, marketing, and consulting services to the trade show industry nationwide, and has produced and managed numerous events including the nationally acclaimed Gutenberg Festival and Clear Channel Radio's popular Yeah Baby! Family Expo.

For more information, visit <http://www.calevents.com>.

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/Note to editors: logos, press info, and schedules available on request./

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[source of news = California Event Management / Digital Lifestyle Expo]

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S2PR-NB/ 5C / CA / Los Angeles, California / USA / English
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keywords

Dlexpo, lifestyle, electronics, consumer, TV, Long Beach, EXPO, CalEvents
California Events, entertainment, trade show, gadgets, life style