Ex Parte Meeting Summary
DTV Converter Box Coupon Program

Date: July 25, 2006

Outside Attendees: Jayne Menard, President, Poorman-Douglas Corporation
Jeffrey B. Baker, Chief Executive Officer, Poorman-Douglas Corporation
Todd B. Hilsee, President, Hilsoft Notifications
Phillip J. Maggi, Capital Management

NTIA Attendees: Meredith Baker
Bernadette McGuire-Rivera
Milton Brown

The outside attendees were advised about *ex parte* guidelines and told that we would primarily be listening to their briefing and that we would summarize the meeting as part of the record. They were also told to file their written comments in the formal proceeding. A copy of the presentation is attached to this memo.

Poorman-Douglas presented itself as a company with a lot of expertise in administrative results on negotiated settlements. The company has a long history in handling the administrative aspects of class action lawsuits. It also has a lot of experience with the postal service as well as aspects of fraud prevention. Poorman-Douglas described how the coupon program would run according to the Act. As a vendor, it would put in place, among other things, toll free information centers and an informative website. Poorman-Douglas also discussed certain aspects of the coupon such as stored value cards and fraud prevention on the retail end.

Hilsoft Notifications presented itself as a notification expert in the field of large class action. Hilsoft is an expert in media outreach, awareness campaigns, and ways to identify certain classes of individuals. Hilsoft indicated that an effective media campaign could be conducted for the coupon program within the $5 million statutory limit.

NTIA Digital-to-Analog Converter Box Program

Poorman-Douglas Corporation

July 25, 2006

Attendees:

Poorman-Douglas Corporation

Jeff Baker, CEO
Jayne Menard, President
Jim Prutsman, Vice President
Todd Hilsee, President Hilsoft Notifications
Philip Maggi, mCapitol Management

Agenda Items	Presenter
1. Introductions	Jeff Baker
2. Confirm the objectives • What we want to accomplish • What you want us to cover in the hour • Your most important issues and questions	Group
3. Project overview as we understand it	Jayne Menard
4. Coupons, redemptions and fraud issues	Jeff Baker
5. Media and Outreach. How do we give the affected individuals the opportunity to participate?	Todd Hilsee
6. Open discussion and follow up items	NTIA and Poorman-Douglas

Poorman-Douglas Corporation
10300 SW Allen Blvd
Beaverton, OR 97005
(503) 350-5800

Poorman-Douglas Contacts

Jeff Baker
CEO
10300 SW Allen Blvd.
Beaverton, OR 97005
office: 503-350-5882
fax: 503-350-4280
[illegible]

Jayne Menard
President
10300 SW Allen Blvd.
Portland, OR 97005
office: 503-350-5952
fax: 503-350-4280
[illegible]

Jim Prutsman
Vice President
10300 SW Allen Blvd
Beaverton, OR 97005
office: 503-350-5974
fax: 503-350-5890
[illegible]

Todd Hilsee
President, Hilsoft Notifications
123 East Broad Street
Souderton, PA 18964
office: 215-721-2120
fax: 215-721-6886
[illegible]

Philip Maggi
Vice President
mCapitol Management
1341 G Street, NW, Suite 700
Washington, DC 20005
office:202-296-5354, ext. 230
fax: 202-296-7248
[illegible]

Kelly Yaksich
Executive Consultant
8547 E. Arapahoe Rd. Suite J-573
Greenwood Village, CO 80112
office: 303-246-8734
fax: 303-484-2410
[illegible]

Hilsoft Notifications

"BROADCAST-ONLY" TV VIEWING - MEDIA RESEARCH

Cable/Alternative Delivery Systems ("ADS")[1]/Broadcast-Only TV Household Statistics

According to Nielsen Media Research:

- There are 112,260,000 households ("HHs") in the U.S., of which 110,200,000 (or 98.2%) are television HHs.
- Cable plus ADS penetration is approximately 85%—therefore, approximately 15% or 16 million TV HHs receive broadcast TV only, over the air.
- National ADS penetration reached 22.6% in May 2006, of which Direct Broadcast Satellite ("DBS") delivery was 22.0%.
- National wired-cable penetration fell to 63.4% in May 2006.

According to Cable Television Advertising Bureau ("CAB") data:

- In 2004/2005, there were 109,600,000 TV HHs in the U.S, of which 92,943,000 or 84.8% had cable plus ADS penetration—also indicating that approximately 15%, or 16 million TV HHs, receive broadcast TV only, over the air.

According to 2006 Media Dynamics, Inc, research:

- 68% of TV HHs have wired cable penetration
- 19% of TV HHs have satellite distribution

Demographic Statistics

- According to CAB data, the average cable HH income is $68,151/year—21% higher than the average non-cable home.
- According to 2006 Media Dynamics, Inc. research, 82% of HHs with an income of $75,000+ have cable as opposed to only 52% of HHs with an income of less than $20,000
- According to Mediamark Research, Inc. ("MRI") data[2], as compared to the average U.S. adult, adults who do not subscribe to cable or digital cable or do not have a satellite dish

[1] ADS refers to reception of TV programming via satellite (DBS or Large Dish), or from satellite master antenna systems (SMATV), or from multipoint distribution systems (MDS).

[2] MRI is the leading source of publication readership and product usage data for the communications industry. MRI offers comprehensive demographic, lifestyle, product usage and exposure to all forms of advertising media collected from a single sample. As the leading U.S. supplier of multimedia audience research, MRI provides information to magazines, televisions, radio, Internet, and other media, leading national advertisers, and over 450 advertising agencies—including 90 of the top 100 in the United States. MRI's national syndicated data is widely used by companies as the basis for the majority of the media and marketing plans that are written for advertised brands in the U.S.

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

(Broadcast-Only TV Viewers) are more likely be lower income, less educated, younger, and minorities. In fact, Broadcast-Only TV Viewers are:

- 93.1% more likely to have a household income (HHI) of less than $10,000
- 75.0% more likely to have a HHI of $10,000-$19,999
- 56.1% more likely to rent
- 54.0% more likely to have ***not*** graduated high school
- 52.6% more likely to be American Indian or Alaska Native
- 52.0% more likely to be of Spanish/Hispanic descent
- 45.1% more likely to own a home valued at less than $30,000
- 44.3% more likely to have lived at their residence less than one year
- 43.8% more likely to be Asian
- 30.8% more likely to be single
- 29.2% more likely to be 18-24 years of age
- 24.6% more likely to be Black/African American
- 18.3% more likely to live in a Central City
- 15.4% more likely to live in the Western Census Region

- Also, MRI data suggests the following the key demographics of Broadcast-Only TV Viewers:
  - 71.8% live in County Size A or B[3]
  - 69.6% are white, although they are 10.7% ***less likely*** to be white as compared to the general adult population.
  - 66.9% are 18-49 years of age
  - 61.8% live in the South or West Census region
  - 58.7% have a HHI of less than $40,000
  - 56.8% have less than a college education, of which 25.2% did not graduate high school
  - 55.2% have lived at their residence less than five years
  - 52.3% are ***not*** full time employees, of which 40.3% are unemployed

Geographic Statistics

- The following chart provides wired cable and ADS penetration by Designated Market Area ("DMA"),[4] according to Nielsen Media Research. The information is ranked by % Cable and/or ADS household penetration from lowest to highest.

[3] According to Nielsen County Size Definitions, County Size A includes all counties in the largest metropolitan areas which together account for 40% of U.S. households according to the 2000 Census. County Size B includes all counties in the next largest set of metropolitan areas which together account for 30% of U.S. households according to the 2000 census. No non-metropolitan counties are large enough to qualify as A or B counties.

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Size[5]	State	DMA Name	% Cable and/or ADS[6]	TV Households % Wired Cable	% ADS
92	TX	Harlingen-Wslco-Brnsvl-McA	59.7	39.5	20.7
99	TX	El Paso (Las Cruces)	65.8	50.6	16.2
119	ID	Boise	69.8	36.9	33.6
203	AK	Fairbanks	71.1	42.1	29.3
36	UT	Salt Lake City	73.5	40.5	33.6
137	MN-WI	Duluth-Superior	73.9	43.1	31.6
170	AZ-CA	Yuma-El Centro	74.0	46.3	28.9
56	CA	Fresno-Visalia	74.5	45.0	30.7
15	MN	Minneapolis-St. Paul	75.1	55.2	20.4
188	TX	Laredo	75.9	65.5	11.7
87	IN	South Bend-Elkhart	75.9	44.5	32.3
69	WI	Green Bay-Appleton	76.0	53.8	22.6
146	TX	Lubbock	76.7	47.0	30.7
106	IN	Ft. Wayne	76.9	46.0	31.8
151	ME	Bangor	77.3	46.6	31.6
73	IA	Des Moines-Ames	77.8	52.7	25.9
33	WI	Milwaukee	77.8	62.6	15.6
10	TX	Houston	77.9	53.4	24.8
134	WI	Wausau-Rhinelander	78.1	47.3	31.5
77	MO	Springfield, MO	78.3	37.4	41.6
7	TX	Dallas-Ft. Worth	78.4	45.6	33.6
23	OR	Portland, OR	78.4	53.9	24.9
168	MT	Missoula	78.6	37.4	41.5
155	AK	Anchorage	78.8	64.5	14.9
21	MO	St. Louis	78.9	48.7	30.8

[4] DMA is a group of counties in the United States that are covered by a specific group of television stations. The term was coined by Nielsen Media Research, and they control the trademark on it. There are 210 DMAs in the United States.
[5] Ranking of DMA by household population.
[6] Includes TV HHs with Wired Cable as well as ADS, therefore, the sum of Wired Cable and ADS may be a larger number.

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Rank	State	DMA Name	% Cable and/or ADS	TV Households % Wired Cable	% ADS
206	MT	Helena	79.1	56.9	22.9
85	WI	Madison	79.4	55.8	24.3
46	NM	Albuquerque-Santa Fe	80.1	45.5	36.2
193	MT	Butte-Bozeman, MT	80.4	49.1	31.8
126	WA	Yakima-Pasco-Rchlnd-Knnwck	80.4	46.6	34.5
187	CO	Grand Junction-Montrose	80.5	49.8	31.2
145	MO-KS	Joplin-Pittsburg	80.6	45.1	36.4
123	WI	La Crosse-Eau Claire	80.7	55.3	26.1
39	MI	Grand Rapids-Kalmzoo-B.Crk	80.8	55.5	25.8
121	OR	Eugene	80.9	52.4	29.1
2	CA	Los Angeles	80.9	56.2	25.5
34	OH	Cincinnati	81.1	61.2	20.3
196	OR	Bend, OR	81.5	59.4	23.3
128	CA	Bakersfield	81.6	58.7	23.5
163	ID	Idaho Falls-Pocatello	81.6	34.4	47.9
93	CO	Colorado Springs-Pueblo	82.0	50.6	32.1
138	MO	Columbia-Jefferson City	82.1	42.9	40.2
71	AZ	Tucson (Sierra Vista)	82.1	58.0	24.7
45	OK	Oklahoma City	82.3	60.0	22.7
14	AZ	Phoenix (Prescott), AZ	82.3	59.9	23.2
110	MI	Lansing	82.4	59.0	24.0
130	CA	Chico-Redding	82.5	42.0	41.3
171	MT	Billings	82.6	52.3	30.7
3	IL	Chicago	82.6	67.0	16.7
31	MO	Kansas City	82.8	61.8	21.4
70	OH	Toledo	82.8	63.9	19.9
192	ID	Twin Falls	82.8	42.0	41.7

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 Fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Rank	State	DMA Name	% Cable and/or ADS	TV Households % Wired Cable	% ADS
189	MT	Great Falls	82.9	49.8	33.7
78	WA	Spokane	82.9	49.3	34.6
44	TN	Memphis	83.0	53.6	30.3
37	TX	San Antonio	83.0	62.3	21.4
142	PA	Erie	83.3	65.4	18.9
88	IA	Cedar Rapids-Wtrlo-IWC&Dub	83.4	60.8	23.2
133	IL	Rockford	83.4	61.3	23.1
143	IA	Sioux City	83.4	58.6	25.5
113	MI	Traverse City-Cadillac	83.4	50.7	33.4
79	NY	Rochester, NY	83.6	71.6	12.5
25	IN	Indianapolis	83.8	58.6	25.9
200	MN	Mankato	83.8	65.2	19.4
152	IA-MN	Rochestr-Mason City-Austin	84.0	66.8	17.8
83	SC	Columbia, SC	84.1	55.8	29.2
59	OH	Dayton	84.2	68.7	16.4
118	ND	Fargo-Valley City	84.2	59.1	26.0
169	IL-MO-IA	Quincy-Hannibal-Keokuk	84.4	47.1	38.5
19	CA	Sacramnto-Stktn-Modesto	84.4	52.7	32.6
61	OK	Tulsa	84.4	52.1	33.9
95	IL-IA	Davenport-R.Island-Moline	84.5	61.2	23.9
57	AR	Little Rock-Pine Bluff	84.6	49.0	36.6
199	IA-MO	Ottumwa-Kirksville	85.0	47.3	38.7
16	OH	Cleveland-Akron (Canton)	85.2	69.7	15.9
102	OH	Youngstown	85.2	68.9	17.0
65	MI	Flint-Saginaw-Bay City	85.3	60.7	25.5
50	KY	Louisville	85.4	60.3	25.7
164	TX	Abilene-Sweetwater	85.5	47.3	39.5

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Rank	State	DMA Name	% Cable and/or ADS	TV Households % Wired Cable	% ADS
32	OH	Columbus. OH	85.5	68.8	17.1
80	IL	Paducah-Cape Girard-Harsbg	85.5	47.6	38.7
67	TX-OK	Wichita-Hutchinson Plus	85.5	65.0	21.1
53	TX	Austin	85.6	67.8	18.6
18	CO	Denver	85.6	57.8	29.0
131	TX	Amarillo	85.8	52.1	35.2
141	OR	Medford-Klamath Falls	85.8	53.5	33.0
125	CA	Monterey-Salinas	85.8	60.5	26.7
24	MD	Baltimore	85.9	72.2	14.4
194	CA	Eureka	85.9	70.1	16.6
100	IN	Evansville	85.9	55.2	31.4
29	NC	Raleigh-Durham (Fayetvlle)	85.9	61.2	25.4
35	NC-SC	Greenvll-Spart-Ashevll-And	86.0	52.2	34.7
135	LA-AR	Monroe-El Dorado	86.2	56.5	30.9
81	LA	Shreveport	86.2	45.5	42.0
201	MO	St. Joseph	86.2	61.7	25.3
140	TX	Beaumont-Port Arthur	86.3	66.5	20.8
160	ND-MT	Minot-Bismarck-Dickinson	86.3	61.6	25.5
115	GA	Augusta	86.4	65.2	21.9
103	NE	Lincoln & Hstngs-Krny Plus	86.4	60.8	26.5
111	TX	Tyler-Longview(Lfkn&Ncgd)	86.4	48.5	39.1
161	TX-OK	Sherman, TX-Ada, OK	86.5	48.5	39.0
114	SD	Sioux Falls(Mitchell)	86.5	62.7	24.6
136	KS	Topeka	86.6	64.0	23.3
90	NY-VT	Burlington-Plattsburgh	86.7	53.0	34.6
101	SC	Charleston, SC	86.7	67.8	19.9
104	AR	Ft. Smith-Fay-Sprngdl-Rgrs	86.7	54.0	33.5

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Rank	State	DMA Name	% Cable and/or ADS	TV Households % Wired Cable	% ADS
167	MS	Hattiesburg-Laurel	86.8	51.8	36.5
13	WA	Seattle-Tacoma	86.8	71.4	15.9
150	IN	Terre Haute	86.8	50.2	37.7
74	ME	Portland-Auburn	86.9	71.1	16.3
94	TX	Waco-Temple-Bryan	86.9	59.3	28.6
132	MS	Columbus-Tupelo-West Point	87.0	43.5	44.3
105	NC	Greenville-N.Bern-Washngtn	87.0	60.0	28.1
112	NV	Reno	87.2	57.0	31.8
30	TN	Nashville	87.4	56.8	31.2
68	VA	Roanoke-Lynchburg	87.4	52.0	36.1
89	MS	Jackson. MS	87.5	49.7	38.8
191	IN	Lafayette. IN	87.5	68.6	19.6
184	MS	Meridian	87.5	46.2	42.6
117	IL	Peoria-Bloomington	87.5	65.8	22.5
186	VA	Charlottesville	87.6	59.6	29.0
48	NV	Las Vegas	87.6	70.4	18.1
47	NC	Greensboro-H.Point-W.Salem	87.8	64.9	23.8
177	SD	Rapid City	87.8	66.2	22.4
82	IL	Champaign&Sprngfld-Decatur	87.9	64.1	24.9
183	KY	Bowling Green	88.0	65.0	24.1
75	NE	Omaha	88.0	73.2	15.4
76	NY	Syracuse	88.0	75.0	13.5
198	WY	Casper-Riverton	88.1	63.1	25.8
43	LA	New Orleans	88.1	75.3	13.7
60	VA	Richmond-Petersburg	88.2	60.6	28.1
27	NC	Charlotte	88.3	63.7	25.3
204	ME	Presque Isle	88.3	58.6	31.4

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Rank	State	DMA Name	% Cable and/or ADS	TV Households % Wired Cable	% ADS
129	TX	Corpus Christi	88.4	73.2	15.9
209	NE	North Platte	88.4	64.5	25.4
144	KS	Wichita Falls & Lawton	88.5	55.3	34.7
107	SC	Myrtle Beach-Florence	88.6	69.0	20.4
52	FL-GA	Jacksonville, Brunswick	88.7	67.1	22.9
86	TN	Chattanooga	88.8	63.9	25.9
179	AR	Jonesboro	88.9	58.7	31.4
159	TX	Odessa-Midland	88.9	74.3	16.2
96	LA	Baton Rouge	89.2	73.5	16.7
42	VA	Norfolk-Portsmth-Newpt Nws	89.3	72.7	17.4
12	FL	Tampa-St. Pete (Sarasota)	89.3	72.9	17.2
162	FL	Gainesville	89.4	65.3	25.2
205	TX	Victoria	89.4	68.9	21.4
17	FL	Miami-Ft. Lauderdale	89.5	68.4	22.3
6	CA	San Francisco-Oak-San Jose	89.5	73.2	17.8
49	NY	Buffalo	89.6	68.1	22.6
181	VA	Harrisonburg	89.6	62.0	28.6
175	LA	Lake Charles	89.6	66.6	24.6
147	GA	Albany, GA	89.7	61.6	29.1
195	WY-NE	Cheyenne, WY-Scottsbluff,	89.8	61.5	28.8
55	NY	Albany-Schenectady-Troy	89.9	78.5	11.9
84	AL	Huntsville-Decatur (Flor)	89.9	65.3	25.1
157	FL	Panama City	89.9	65.5	25.3
202	OH	Zanesville	89.9	74.1	16.2
11	MI	Detroit	90.0	68.8	22.6
62	AL-FL	Mobile-Pensacola (Ft Walt)	90.0	66.5	24.6
8		Washington, DC (Hagrstwn)	90.0	67.2	23.4

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Rank	State	DMA Name	% Cable and/or ADS	TV Households % Wired Cable	% ADS
176	LA	Alexandria, LA	90.1	65.0	27.1
208	MI	Alpena	90.1	64.5	26.1
63	KY	Lexington	90.2	57.3	33.9
120	GA	Macon	90.2	62.5	28.7
139	NC	Wilmington	90.2	68.6	22.6
40	AL	Birmingham (Ann and Tusc)	90.3	58.1	32.8
41	PA	Harrisburg-Lncstr-Leb-York	90.3	75.8	15.5
207	AK	Juneau, AK	90.3	70.1	21.6
124	LA	Lafayette, LA	90.4	66.1	25.3
109	FL	Tallahassee-Thomasville	90.4	62.6	28.9
178	NY	Watertown	90.5	68.2	24.0
127	GA	Columbus, GA	90.7	74.2	17.4
116	AL	Montgomery-Selma	90.8	71.4	20.2
51	RI-MA	Providence-New Bedford	90.8	83.0	8.5
22	PA	Pittsburgh	90.9	75.7	15.7
158	MS	Biloxi-Gulfport	91.1	69.4	22.0
182	MS	Greenwood-Greenville	91.2	67.4	25.5
26	CA	San Diego	91.2	82.5	9.3
154	WV-OH	Wheeling-Steubenville	91.2	72.7	19.8
197	TX	San Angelo	91.3	62.1	31.4
122	CA	SantaBarbra-SanMar-SanLuOb	91.3	68.7	23.4
148	MD	Salisbury	91.4	73.7	18.4
174	TN	Jackson, TN	91.5	60.8	32.0
185	OH	Lima	91.5	70.5	21.8
20	FL	Orlando-Daytona Bch-Melbrn	91.5	72.3	20.0
58	TN	Knoxville	91.6	63.7	28.7
91	TN-VA	Tri-Cities, TN-VA	91.6	68.1	24.5

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 fax, hilsoft@hilsoft.com, www.hilsoft.com

Hilsoft Notifications

Market Rank – Low to High Cable/ADS Penetration

May 06

DMA Rank	State	DMA Name	% Cable and/or ADS	TV Households % Wired Cable	% ADS
156	AL	Binghamton	91.7	75.6	16.9
108	MA	Springfield-Holyoke	91.7	84.9	7.9
97	GA	Savannah	92.0	65.3	28.0
166	NY	Utica	92.0	76.2	17.0
9	GA	Atlanta	92.1	64.5	28.0
180	MI	Marquette	92.1	70.8	22.6
4	PA	Philadelphia	92.1	80.3	12.9
54	PA	Wilkes Barre-Scranton	92.2	73.7	19.2
172	AL	Dothan	92.5	70.0	23.4
64	WV	Charleston-Huntington	92.8	63.4	30.7
173	NY	Elmira (Corning)	93.3	70.2	24.0
28	CT	Hartford & New Haven	93.5	82.7	11.6
66	FL	Ft. Myers-Naples	93.6	73.6	21.5
210	MT	Glendive	93.6	73.3	21.1
72	HI	Honolulu	93.6	89.2	4.8
1	NY	New York	93.6	82.0	13.2
98	PA	Johnstown-Altoona	93.7	71.4	23.2
153	CA	Palm Springs	94.1	82.8	13.5
149	WV	Bluefield-Beckley-Oak Hill	94.2	70.2	25.8
190	WV	Parkersburg	94.2	74.9	20.6
5	MA	Boston (Manchester)	94.4	85.8	9.6
165	WV	Clarksburg-Weston	94.6	61.0	34.5
38	FL	West Palm Beach-Ft. Pierce	95.3	74.1	22.6

123 East Broad Street, Souderton, PA 18964, 215-721-2120, 215-721-6886 Fax, hilsoft@hilsoft.com, www.hilsoft.com