



As Holiday Shopping Heats Up, OwnerIQ Launches Four New Self-support Web Sites for the Most In-demand Consumer Electronics

NEWTON, Mass. – November 14, 2007 – With consumer electronics as perennial hot gifts for the holiday season, [OwnerIQ](#), a company dedicated to helping consumers get the most out of the products they purchase, today announced the addition of four new Web sites for popular consumer electronic (CE) product categories to its growing [network of self-support Web sites](#). Available at [TV.ManualsOnline.com](#), [Audio.ManualsOnline.com](#), [CarAudio.ManualsOnline.com](#) and [PortableMedia.ManualsOnline.com](#), each site organizes highly-sought, but often hard to quickly find, user manuals, how-to guides and other self-support information for common CE products.

Many consumer electronics are loaded with impressive features that also contribute to the complexity of the device. For consumer electronics that are designed to work with other CE components, complicated features can also introduce potential compatibility problems. With the Consumer Electronics Association forecasting that consumers will spend more than \$22 billion this holiday season to purchase approximately nine CE products per consumer as gifts, OwnerIQ recommends consulting the owner's manual before you buy.

"All those impressive features in today's CE products can cause confusion and make it difficult to ensure compatibility with other products," said Jay Habegger, chief executive officer of [OwnerIQ](#). "Consulting the owner's manual before purchase is the only way to be sure what you buy will work with other products in the home, car or office."

Each day, consumers conduct more than two million online searches for self-support information on products ranging from consumer electronics to kitchen appliances. Many of these searches end in frustration because the information can be difficult to find. The addition of four new sites dedicated to popular CE products to [the OwnerIQ Network](#) makes it easier than ever to find this important product information on the Internet:

- [TV.ManualsOnline.com](#) provides product information on thousands of big screen TVs, home theater systems, DVD players and more.
- If an MP3 player is on your wish list, check out [PortableMedia.ManualsOnline.com](#) for product information on all the top products and manufacturers, including Apple.
- [Audio.ManualsOnline.com](#) is the place to turn for self-support information on stereo systems and components, speakers and other home audio products.
- For car audio, [CarAudio.ManualsOnline.com](#) features user manuals from leading manufacturers such as Alpine, Clarion and JVC.

About OwnerIQ

[OwnerIQ](#) operates a network of consumer self-support Web sites for common household product categories. The company is pioneering the concept of [Ownership Targeting](#), providing brand advertisers with highly customized programs to precisely target consumers based on products they already own. Ownership Targeting takes the guesswork out of identifying likely purchasers and enables advertisers to influence consumers throughout a product's ownership

lifecycle. Founded in August 2006, OwnerIQ is based in the greater Boston area and is led by a proven management team of online media professionals. For more information, please visit: <http://owneriq.net>.

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