



NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION

DTV Converter Box Coupon Program Information Sheet for Retailers

NTIA encourages the voluntary participation of consumer electronics retailers to ensure the success of the coupon program. NTIA's Final Rule is intended to be reasonable and practical, conducive to the broadest participation of store-front and online consumer electronics retailers.

Retailer participation

To become a certified retailer for the Converter Box Coupon Program, interested retailers must comply with regulations described in §301.6 of the Final Rule. Working with its retail partners, NTIA intends to administer an effective and efficient coupon program, resulting in high customer satisfaction.

Retailer obligations

Certified retailers will agree to redeem valid coupons toward the purchase of coupon-eligible converter boxes. Certified retailers also will agree to:

- Have systems in place capable of processing coupons electronically for redemption and payment, tracking every transaction and providing reports to NTIA.
- Train employees on the purpose and operation of the coupon program with NTIA-provided training materials.
- Use commercially reasonable methods to order and manage inventory.
- Assist NTIA in minimizing incidents of waste, fraud, and abuse, including reporting suspicious patterns of customer behavior. Retailers are not responsible, however, for verifying household eligibility.

Retailer certification

- Retailers wishing to participate in the coupon program must apply for certification by contacting NTIA between June 1, 2007 and March 31, 2008. Certification requirements include:
 - Having been engaged in the consumer electronics retail business for at least one year. A retailer with interest in the program but who doesn't meet this requirement should call NTIA at 202-482-5032.
 - Having completed a Central Contractor Registration (www.ccr.gov).
 - Having in place systems that can be easily audited.
 - Agreeing to have coupon-eligible converter box sales audited.
 - Providing redemption information and payment receipts to NTIA for coupon-eligible converter boxes.
 - Agreeing to accept only coupons for, and receive payment resulting from, authorized purchases made for coupon-eligible converter boxes.
- A list of coupon-eligible converter boxes will be made available to retailers and consumers.
- A list of certified retailers will be made available to the general public.
- Retailer certification may be revoked by NTIA if a certified retailer fails to comply with the Final Rule. Certification will not be revoked for unintentional noncompliance or error.

Retailer questions should be directed to:

**DTV Converter Box Coupon Program
U.S. Department of Commerce
National Telecommunications and
Information Administration
Phone Number: 202-482-6266
Fax Number: 202-482-4626**

Coupon processing

- NTIA will pay retailers for valid coupon redemptions on a commercially reasonable basis.