

# CONTEST CORNER

## TV Topics



(NAPSA)—Few consumer electronics products or services have generated the kind of adoring praise that's reaped upon TiVo. Many subscribers can't stop talking about how the service has changed their life for the better; plus, their passion has fueled remarkable word-of-mouth referral to the service, which has revolutionized the way we watch TV.

To further encourage this overwhelming customer satisfaction and to help spread the word that TiVo is now available for just \$49.99, after mail-in rebate and service activation, the California-based company has kicked off a nationwide competition to find the ultimate TiVo Ambassador to lead its legion of fans. The chosen TiVo Ambassador will be designated lead evangelist for the product and be invited to participate in a series of fun events and activities during 2006. The winner will receive \$25,000 and an orange and black Mini Cooper.

"We all know that telling our friends and family about the wonders of TiVo is really part of the fun of owning it," said Tom Rogers, TiVo CEO. "Now, I'm excited to find the most passionate TiVo enthusiast to further the TiVolution."

To be eligible, candidates must be participants in the TiVo Rewards program and accumulate 25,000 points prior to November 27, 2005. In addition, they must submit a video and 250-word essay describing why they love TiVo products and a testimonial from someone they've referred. For complete Official Rules and eligibility requirements for the TiVo Ambassador Contest, please go to [www.tivo.com/fan](http://www.tivo.com/fan).