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October 10, 2008

Via Electronic Filing

Ms. Marlene Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Re: *Quarterly Report of Circuit City Stores, Inc.; MB Docket No. 07-148*

Dear Ms. Dortch:

Pursuant to paragraphs 50 and 51 of the Commission's March 3, 2008 Report & Order in the above-referenced docket, Circuit City Stores, Inc. ("Circuit City"), a DTV.gov Transition Partner, submits this quarterly status report on its consumer education efforts with respect to the DTV Transition and the NTIA Coupon Eligible Converter Box ("CECB") program. The report covers past efforts as well as efforts during the most recent quarter.

In-Store Undertakings

- We posted area signs advising customers of the Transition, and particularly of the significance of the February 17, 2009 date for those customers who rely on antennas.

- We are a certified and activated retailer in the NTIA CECB program and were prepared in all of our stores to sell CECBs to the first group of consumers who received the coupons in February, and thereafter. In August, we began telephone sales of CECBs through our contact center.

- We conducted specific training for store and contact center sales associates regarding the CECB program and the Transition generally. We also trained newly hired sales associates and trained existing sales associates as necessary to update them.

- We have developed bilingual informational pamphlets which have been deployed to the stores.

- We have labeled products in compliance with Section 15.117(k) of the Commission's Rules and are maintaining the labels until stocks of covered products are exhausted.

- We instituted an expedited phase-out of "analog-only" TVs in our stores and at www.CircuitCity.com.

- We customized our point of sale and financial systems to implement the CECB program.

- We trained our sales associates so as to be prepared to accept Converter Box Coupons.

- We worked with the NTIA Contractor Team on training materials and incorporated these materials into our training scheme for sales associates to be prepared to sell the Converter Boxes. We emphasized training to assure that consumers with coupons are acquiring Converters for antenna-reliant TV receiver products.

- We receive inventory of CECBs on a timely basis. We are actively engaged in inventory management to ensure that our stores remain in stock and can adjust to increasing demand for CECBs.

- We introduced informative material about the Transition and the CECB program into our "video loop" that is seen on most of the TVs in our stores.

- We have implemented new in-store vestibule area signage directed to consumers who rely on antennas.

- We have stocked analog pass-through CECBs.

Media/Online Consumer Education

- We reserved space in some of our Sunday advertising supplements for informative material about the Transition and the CECB program. These insertions direct readers to material featured at www.circuitcity.com/TV/signal.

- We have a prominent focus area on our eCommerce website about the Transition and the CECB program.

- We have sponsored and launched consumer education projects regarding the Transition generally with external media partners, such as Sound and Vision.

- We worked with the FCC to enhance consumer awareness and education regarding the early transition in Wilmington, North Carolina that took place in September. In particular, we participated with the FCC Chairman in a press conference, participated in a

town hall meeting and sponsored an "ask the experts" event at our Wilmington store on June 7, participated with CEA on a "Big Switch" event on July 19.

- In August 2008, we participated in public events related to the fact that the Transition was six months away. This included hosting the Secretary of Commerce and the Governor of Georgia at a store outside of Atlanta; both of them spoke about the Transition at the event. We also hosted Congressman Townes at a Transition event at one of our stores in Brooklyn, New York.

- We are partnering with the FCC to host DTV Transition events in various cities.

Circuit City's efforts and undertakings reflect its commitment to consumer education with respect to the DTV Transition generally, and to the NTIA CECB program in particular. Circuit City looks forward to working with the Commission to achieve a fully successful Transition.

Respectfully submitted,

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