



Consumers Urged to Protect “Back-to-School” Mobile Electronic Purchases

Laptop computers, cell phones and PDAs seen at high risk for unexpected problems and loss

July 17, 2008 (Tallahassee, FL) – The back-to-school summer sale of electronic products, including laptops, cell phones and PDAs, has become the second biggest selling period – surpassed only by the holiday season. The Service Contract Industry Council (www.go-scic.com) urges consumers of electronic products, particularly students, to protect their purchases with a service contract, sometimes called an extended warranty.

Among all electronic products, mobile devices experience the highest rates of problems, damage and downtime, according to the Consumer Electronics Association and *Consumer Reports*.

While most electronics purchases are covered by manufacturer’s warranties for generally up to one year, they don’t protect against accidental damage or replacement caused by use and handling – a common problem for mobile devices. After the warranty expires, repairs and replacement costs fall to the product’s owner.

“A service contract is an excellent option for parents concerned about protecting the mobile devices their children require for school and avoiding interruptions in their education,” said Timothy Meenan, SCIC executive director. “Service contracts can eliminate the risk and costs of unexpected, inconvenient and time-consuming repairs and replacements, and help students keep their mobile devices in top-working condition – despite hard wear-and-tear.”

Service contracts generally cost 10-20 percent of the purchase price of an electronic device, with slightly more for full accidental damage protection.

To maximize value and benefits from a service contract, the SCIC offers these recommendations:

- Read provisions of the service contract carefully and become thoroughly familiar with all coverage and exclusions;
- Carefully fulfill all obligatory responsibilities, such as proper handling, voltage, etc.;

- Keep the service contract paperwork, original receipt, and all maintenance records in a secure, easy-to-access location; and
- Activate the service contract for all covered repairs to maximize the function, value and enjoyment of the product.

About SCIC

The Service Contract Industry Council is a national trade association whose member companies collectively offer approximately 80 percent of the service contracts sold in the U.S. for home, auto, and consumer goods. The SCIC educates consumers about service contracts, encourages its members to pursue high standards of customer satisfaction, and has developed and promoted model legislation to regulate its industry with standards designed to protect the consumer and the industry.

www.go-scic.com

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