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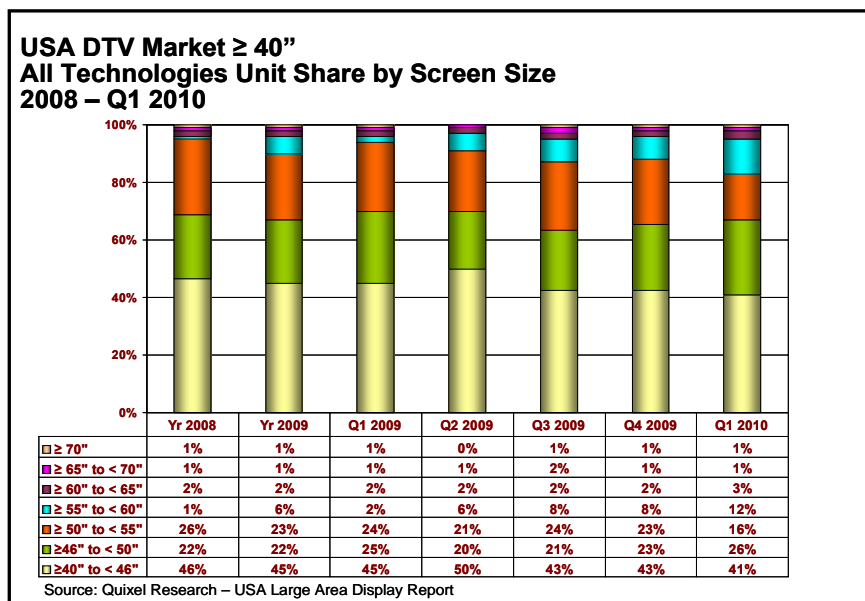
Strong Y2Y Plasma TV Sales Show Continued Staying Power

Portland, OR – May 12, 2010. For Immediate Release: While dismissed by many as a technology on its last legs, Plasma TV Q1 2010 sales results once again proved the skeptics wrong. Quixel Research’s Q1 2010 *USA Large Area Display Report* revealed that unit sales of Plasma TVs grew 14% from Q1’09 to Q1’10 or a larger volume increase than the LCDTV 40”+ category for the same time period. “Plasma TV sales are still strong because they provide a great value, and when consumers do a little homework, they understand that Plasma TVs offer picture quality that is just as good and sometimes better than LCDTVs,” stated Tamaryn Pratt, Quixel Research’s principal. “It also helps that almost all the Plasma TVs available today are offered by top tier brands and for many consumers that seals the deal.” The overall Large Area Display category was up 7% in units year to year, with LCDTV 40”+ volumes increasing 6% for the same time period.

Typical seasonal decline and a recessionary marketplace were the primary contributors to the 32% Q2Q unit shortfall for the Large Area Display category in Q1’10. From Q4’09 to Q1’10, LCDTV volumes were down 24%, Plasma TV volumes were down 46% and MicroDisplay Rear ProjectionTV volumes were down 21%. Revenues for the Large Area Display category were off 32% Q2Q but had a softer landing Y2Y with a 13% decline from Q1’09 to Q1’10.

Increased sales of 55” and 60” models were the fuel for the LCDTV category and overall Large Area Display category in Q1’10. Sales of 55” LCDTVs were up close to 600% Y2Y and down only 7% Q2Q. Signaling a major shift, 55” LED models outsold 55” CCLF models for the first time during the quarter.

Quixel Research’s *USA Large Area Display Report* is currently available for purchase. The report tracks and analyzes the quarterly results for the 40”+ LCD, Plasma and MicroDisplay Rear Projection TV categories including forecasts to 2013. Email info@quixelresearch.com for more information.



About Quixel Research

Quixel Research provides market research services covering the consumer market for advanced TVs. The company details the state of the current market, future trends, and pending technology shifts as well as extensive primary research, providing insights into the opinions and attitudes of consumers. For more information about Quixel Research, visit our website at www.quixelresearch.com.