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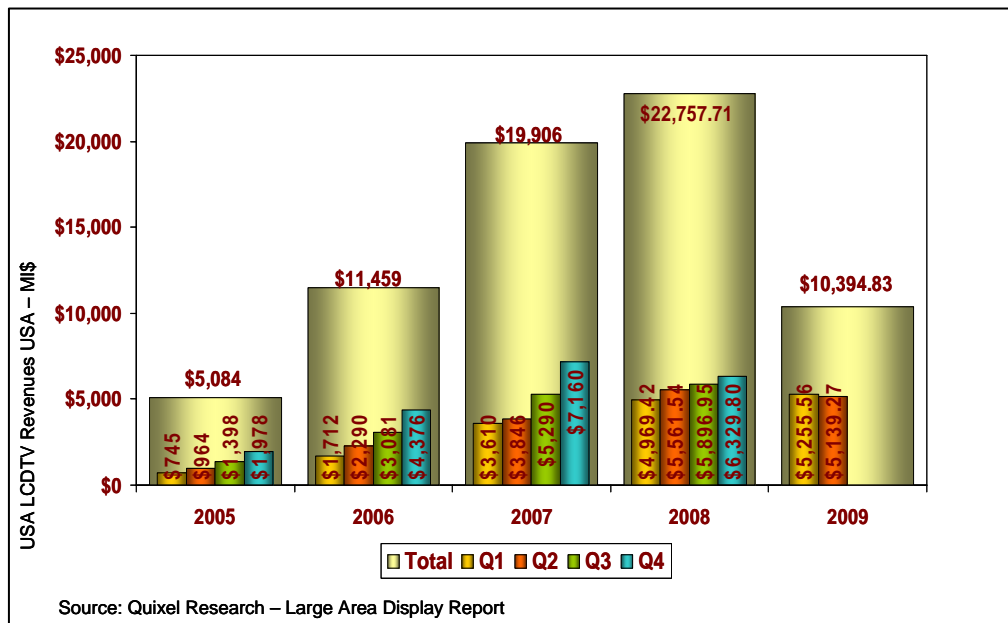
FOR IMMEDIATE RELEASE

A No Frills LCDTV Sales Increase in Q2
Quarterly Increase but Change in the Mix

Portland, OR – August 17, 2009. For Immediate Release: The harsh economic climate didn't slow LCDTV sales in the second quarter with sales up significantly quarter-to-quarter; however it did push consumers to purchase entry models as well as smaller screen sized models. Quixel Research's recently published *LCDTV Market Review* revealed that the overall LCDTV market grew nine percent quarter-to-quarter and 22 percent year-to-year. "Unit sales for 22", 32" and 40/42" models supported the LCDTV category increase in the second quarter," commented Tamaryn Pratt, Quixel Research's principal. "In Quixel's Top 5 Best Sellers List, all the models had ASPs under \$500, but just six month ago we had best sellers with \$1000 ASPs." When assessing large screen size sales results in Q2 2009, the report showed that LCDTV sales 40"+ were flat in units and declined nine percent in value when compared to Q1 2009.

Fewer large screen sales and fast falling ASPs drove the overall value for the LCDTV category down two percent quarter-to-quarter or revenues fell to \$5.1B in Q2 2009 compared to \$5.2B in Q1 2009. Year-to-year values fell eight percent.

Connected LCDTVs, or TVs with built-in internet capabilities enabling content such as YouTube, Netflix, Tivo, Facebook etc., saw sales increase significantly in both units and value compared to the prior quarter. Unit sales of connected LCDTVs were up 39 percent quarter-to-quarter and 20 percent year-to-year.



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.