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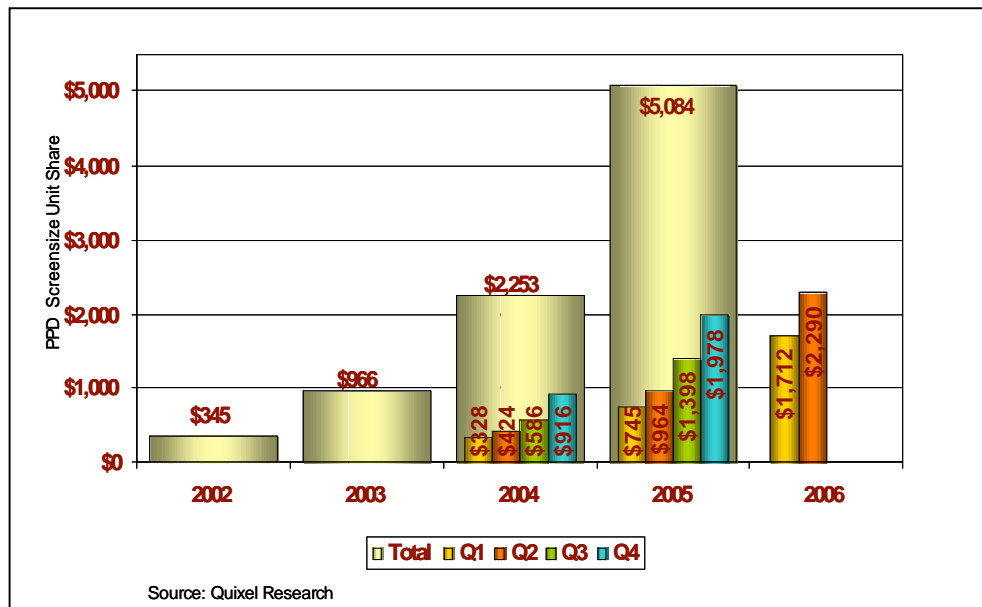
The 32" LCDTV Might be the New 26" CRT

Quarter-to-quarter results from Q2 2006 showed 32" models dominating the LCDTV category

Portland, OR – August 11, 2006. For Immediate Release: Quixel Research's recently published *LCDTV Market Review* revealed that 32" LCDTVs hit the screen size sweet spot for the LCDTV category in the second quarter of 2006. Unit sales of 32" sized LCDTVs topped all other LCDTVs in growth as well as unit share during the second quarter. "Aggressive price points for both high and low end 32" LCDTV models fueled the increase in sales for this screen size segment," stated Tamaryn Pratt, Quixel's principal. "These price points opened up the category to a new segment of consumers who were looking to replace one of their primary TVs. This set of consumers may not have actually needed to replace their current TV; however, with many models priced below \$1,000, upgrading their old 26" direct view CRTs became an attractive option." The 32" screen size segment represented almost 30 percent of the total LCDTV category in units during Q2 2006 or up from 22 percent in Q1 2006 and up 18 percent year-to-year.

Strong sales in both the 32" and 40" screen size segments fueled an increase in revenues from Q1 2006 to Q2 2006. LCDTV sales topped \$2.2B in the second quarter of 2006 or when compared to Q2 2005 increased 138 percent. Unit sales also grew significantly, with quarter-to-quarter sales up 47 percent and year-to-year sales up 144 percent.

The total value of the Advanced TV market in the USA was worth almost \$5B in revenues in Q2 2006 and the LCDTV segment represented over 45 percent of that market. Quixel Research's projections for the USA LCDTV market show the category quadrupling in sales by 2009.



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.