



Press contact:
 Shauna Nobleby
 Quixel Research, LLC
 shauna@quixelresearch.com
 503.347.5358

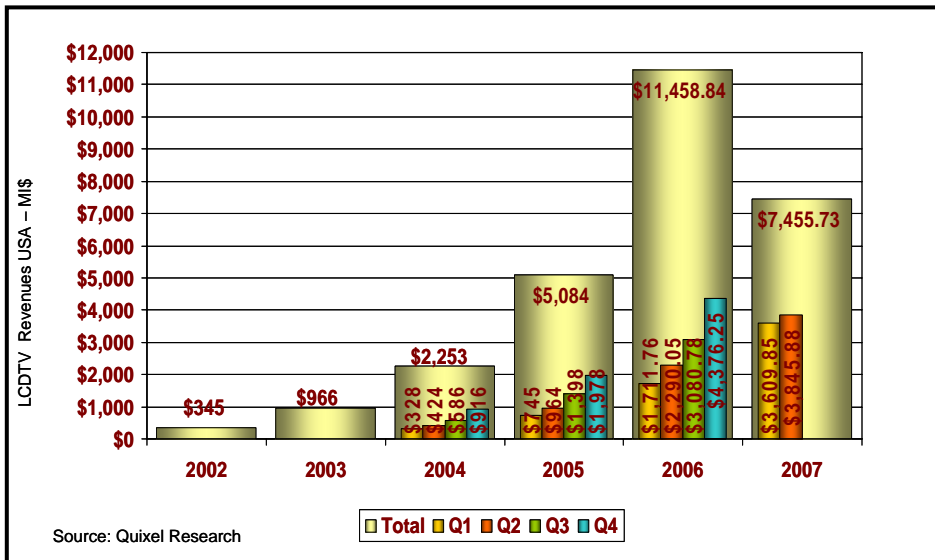
FOR IMMEDIATE RELEASE

Mid-sized Models Drive Unit LCDTV Growth in Q2 2007

Portland, OR – August 22, 2007. For Immediate Release: After several consecutive quarters of burgeoning growth, the large screen LCDTV segments took a backseat to strong sales of mid-sized LCDTVs in the second quarter. Results from Quixel Research’s recently published *LCDTV Market Review* for Q2 2007 found that 32” and 37” LCDTVs as well as 16x9 20” and 19” models all increased by over 25 percent or more from Q1 2007 to Q2 2007. “The 40” and over models have been the buzz in the LCDTV category for the past several quarters; however, in Q2 the story was different,” states Tamaryn Pratt, Quixel Research’s Principal. “The average selling price for a 32” model was around \$800, but consumers had plenty of options well below that price. For many people, this is their first affordable LCDTV, perhaps a replacement for a smaller CRT model in their homes, while for the early adopters it is second or third set.” LCDTV unit sales for the 30”-36” screen size segment grew 34 percent from Q1 2007 to Q2 2007 and gained almost three percent share of the overall LCDTV category in the second quarter. Conversely, sales of LCDTVs 40” and over lost five percent share quarter-to-quarter, falling from 30 percent in Q1 2007 to 25 percent in Q2 2007.

The mid-sized models propelled the overall LCDTV category forward in Q2 2007, with unit sales up 22 percent quarter-to-quarter and 78 percent year-to-year. Values for the LCDTV category were also up, with revenues topping \$3.8B in Q2 2007 compared to \$3.6B in Q1 2007 or an increase of seven percent. Year-to-year LCDTV revenues were up 68 percent.

The total value of the Advanced TV market in the USA was worth almost \$6B in revenues in Q2 2007 and the LCDTV segment represented almost 68 percent of that market. Quixel Research’s projections for the USA LCDTV market show the category tripling in volume by 2010.



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.