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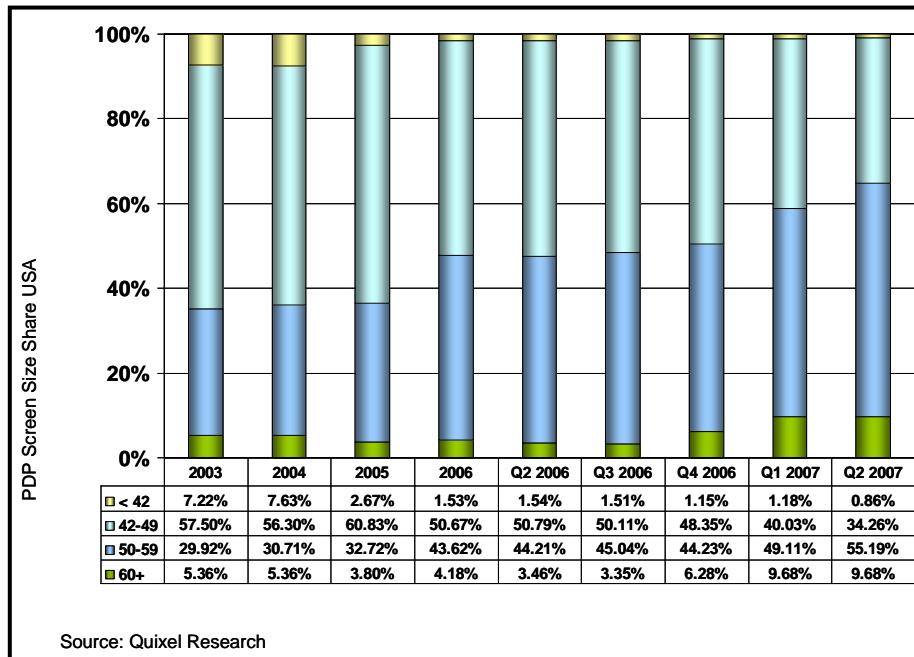
FOR IMMEDIATE RELEASE

50"+ PDP Sales Top 42" PDP Sales for the First Time in Q2 2007

Portland, OR – August 20, 2007. For Immediate Release: The Plasma TV category continues to outpace all other technologies in the 50" and above screen size segment and even outpaced the 42" PDP segment for the first time in Q2 2007. Quixel Research's *Plasma TV Market Review* for Q2 2007 revealed that the 50"-59" screen size segment topped the overall PDP category representing almost 48 percent of the category in units. "Three of the top five best selling Plasma TVs in the USA were 50" models in the second quarter," stated Tamaryn Pratt, Quixel's Principal. "PDP manufacturers are moving to higher ground as the LCDTV competition continues to press on and the 50" and above space is where PDP can offer consumers values right now. The price-per-inch (PPI) for an LCDTV between 50" and 59" was over 65 percent more than the Plasma TV PPI in Q2." The 50"-59" PDP screen size segment grew four percent quarter-to-quarter while the 42"-49" segment declined 19 percent quarter-to-quarter. Unit sales of 58" Plasma TVs were up quarter-to-quarter but has yet to impact the overall category.

Due to rapidly falling ASPs, the value for the overall Plasma TV category declined nine percent from Q1 2007 to Q2 2007 or fell to \$1.1B from \$1.2B. In units, the overall Plasma TV market showed an eight percent unit decline in Q2 2007 compared to Q1 2007. However, on a year-to-year basis, the category was up four percent and first half 2007 sales were up 17 percent when compared to first half 2006 sales.

The total value of the Advanced TV market in the USA was worth almost \$6B in revenues in Q2 2007 and the Plasma TV segment represented over 20 percent of that market.



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.