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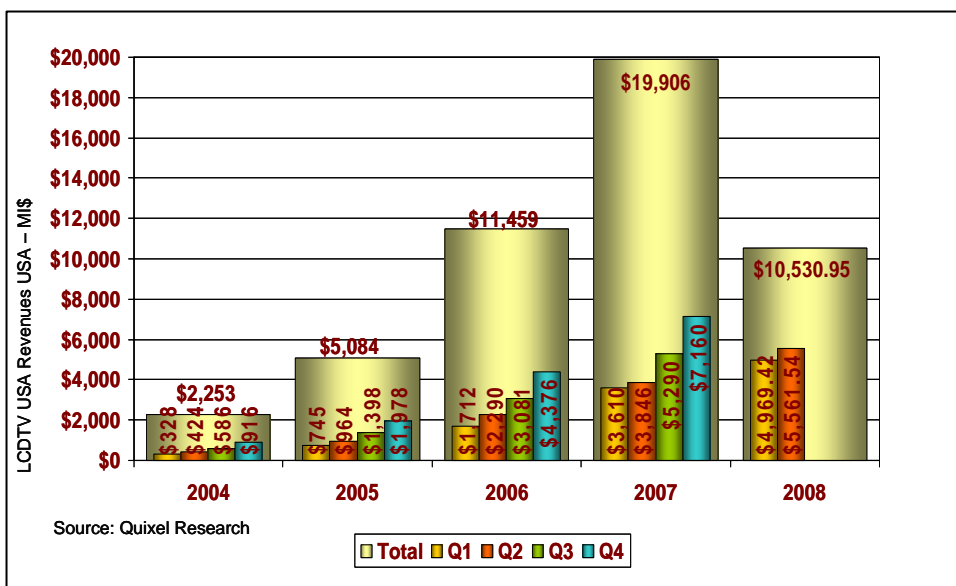
FOR IMMEDIATE RELEASE

In Q2, a Variety of Model Sizes Supported a 25% Increase in LCDTV Growth

Portland, OR – August 11, 2008. For Immediate Release: After a modest seasonal decline, the LCDTV category was back in full swing during Q2 2008 and posted a 25% quarter-to-quarter increase in units sales. Quixel Research’s recently published *LCDTV Market Review* revealed that the increase was supported by a variety of screen sizes with less emphasis on 1080p models. “From Q1 2008 to Q2 2008 unit sales for the 32” and 40”-42” screen size segments were up 22 percent and 26 percent respectively,” stated Tamaryn Pratt, Quixel Research’s Principal. “However, it was the new 19W and 22W models launched in the second quarter that showed the real dramatic growth. Unit sales for the 19W segment increased 121 percent quarter-to-quarter, while the 22W segment was up 262 percent for the same time period.” The increased sales of small and mid-sized LCDTV models fueled a 30 percent increase in 720p unit sales for Q2 2008 or close to the 33 percent increase in 1080p unit sales.

Overall value for the LCDTV category was up 12 percent quarter-to-quarter, with revenues for the category topping \$5.5B in Q2 2008 compared to \$4.9B in Q1 2008. Year-to-year the LCDTV category posted a 45 percent revenue increase.

The total value of the Advanced TV market in the USA was worth over \$7B in revenues in Q2 2008. The LCDTV segment represented almost 80 percent of that market in Q2 2008 in revenues and 85 percent in volume. Quixel Research’s projections for the USA LCDTV market in units show the category increasing out to 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.