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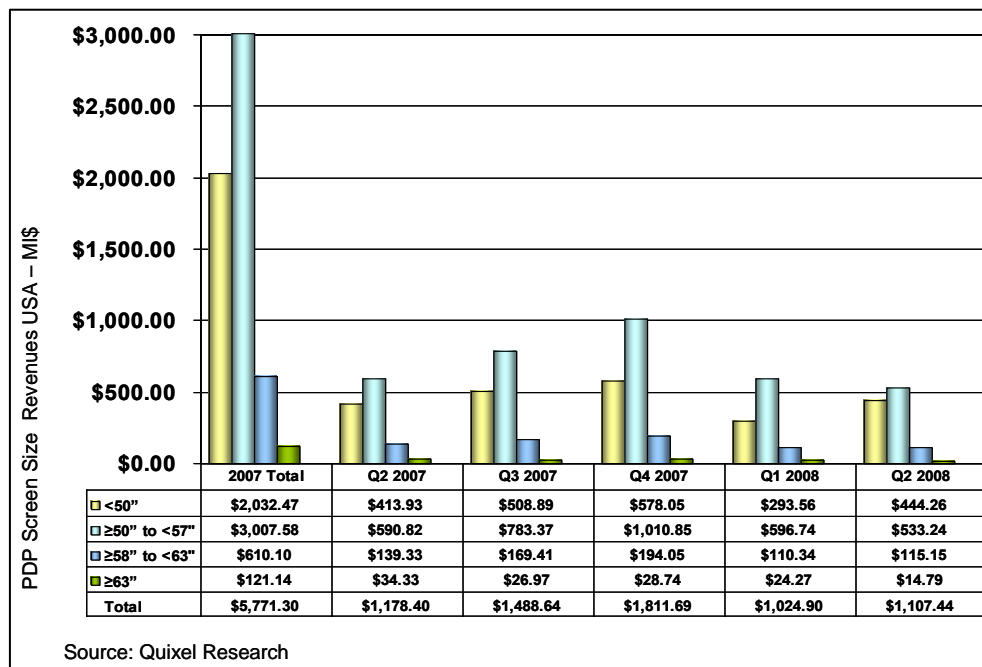
FOR IMMEDIATE RELEASE

Small Screen Sized Models Shake Up the PDP Category in Q2 2008

Portland, OR – August 12, 2008. For Immediate Release: Quixel Research’s recently published *USA PDP Market Review* revealed that it was the unit sales of smaller sized Plasma TVs that moved the category in Q2 2008. After a soft Q1 2008 the PDP category rebounded and posted a 30 percent increase in unit sales in Q2 2008. “The 32” and 42” Plasma TVs were very effective in their respective market positions during the second quarter,” stated Tamaryn Pratt, Quixel Research’s Principal. “Prices for the 42” models were very reasonable and the products were well distributed. Those in the industry sometimes forget that a 720p model is also HD and a good product for many consumers at the right price point. The new 32” PDP entry took advantage of tight LCDTV supply at that screen size and hit a home run in its first quarter out, accounting for 18 percent of the total market in units.” Total volume for the <50” segment was up 95 percent quarter-to-quarter and up 53 percent year-to-year.

Overall revenues for the PDP category were also up quarter-to-quarter, but the significant unit sales of smaller lower cost products stemmed growth at 8 percent. Revenues in Q2 2008 were \$1.1B in Q2 2008 compared to \$1B in Q1 2008. Total value for the <50” segment was up 53 percent quarter-to-quarter and 7 percent year-to-year.

The total value of the Advanced TV market in the USA was worth almost \$7B in revenues in Q2 2008 and the Plasma TV segment represented 16 percent of that market in revenues and 12 percent in volume. Quixel Research’s projections for the USA LCDTV market in units show category sales flattening in 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.