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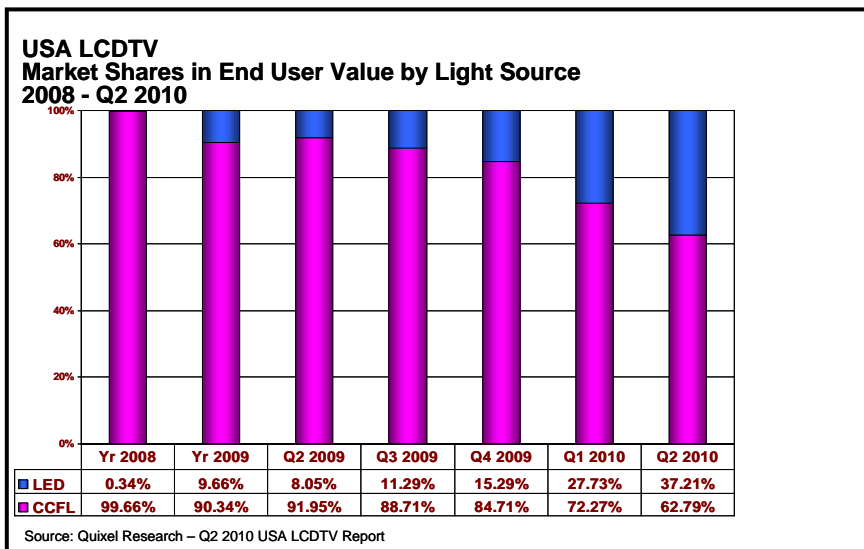
FOR IMMEDIATE RELEASE

LED Sales Brighten Up the LCDTV Category in Q2 2010

Portland, OR – August 9, 2010. For Immediate Release: During this time of penny pinching and belt tightening, LED-based LCDTVs gave consumers a reason to open their wallets in Q2 2010. Quixel Research’s recently published *LCDTV Market Review* revealed that LED-LCDTV unit and value shipments were not only up Q2Q and Y2Y but accounted for almost all the LCDTV category growth in Q2 2010. Volumes for the LED-LCDTV segment rose 105% from Q1 2010 to Q2 2010 and 875% from Q2 2009 to Q2 2010, whereas the CCFL-LCDTV segment was up only 3% from Q1 2010 to Q2 2010 and declined 25% from Q2 2009 to Q2 2010. “LED models impacted almost every screen size segment – positively!” stated Tamaryn Pratt, Quixel Research’s Principal. “The LED segment was finally in full swing in the second quarter. The lead LED brands have broadened their LED offering in sizes as well as price points, and many OPP brands now have their first LED offering on the shelf. After a full year in the market, there are plenty of choices and consumers like what they see.” Revenues for the LED segment rose to \$1.7B in Q2 2010 compared to \$1.1B in Q1 2010 or up 49% and 312% from Q2 2009 to Q2 2010. Value share for the LED segment accounted for almost 40% of the LCDTV category in Q2 2010.

Volume for the overall LCDTV category increased 16% from Q1 2010 to Q2 2010 but posted a 5% decline from Q2 2009 to Q2 2010. The LCDTV dollars were also up Q1 2010 to Q2 2010, topping \$4.5B compared to \$4.1B in Q1 2010.

Quixel Research’s outlook for 2010 and beyond is still strong despite the tough economic conditions. Quixel’s projections for the USA LCDTV market in units show the category growing out to 2013 with large screen models taking an increasing share in the category.



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.