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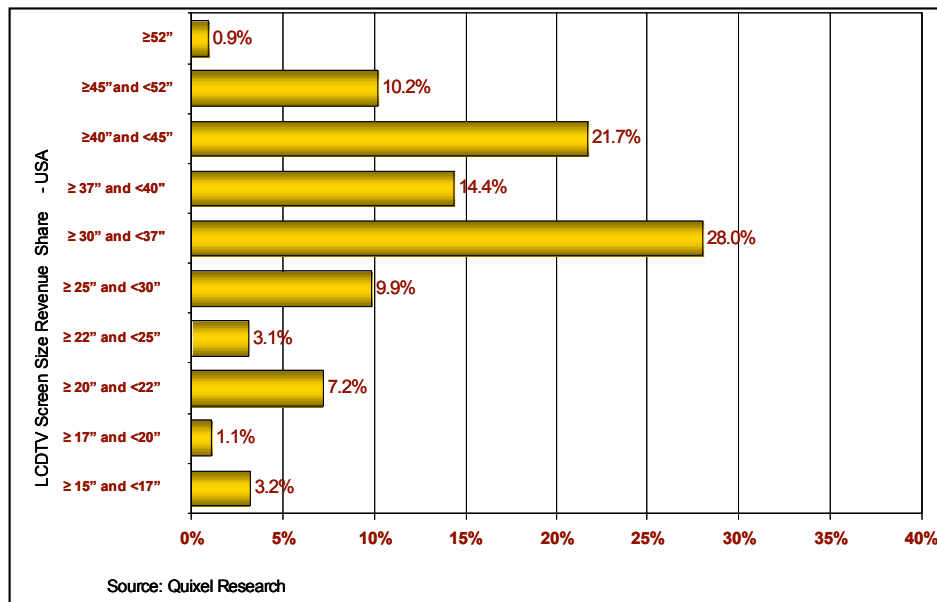
FOR IMMEDIATE RELEASE

Large Screen LCDTV Sales Continue to Blossom, Taking the Majority Position in Q3

Portland, OR – November 14, 2006. For Immediate Release: Quixel Research’s recently published *LCDTV Market Review* for Q3 2006 revealed that well over half of the overall USA LCDTV unit and revenue sales were in the screen sizes above 30 inches during the third quarter. In unit market share, the 30” and above segment captured 52 percent of the LCDTV category in Q3 2006 or doubled its share when compared to unit sales in Q3 2005. The 30” and above segment captured 75 percent of the revenues for the overall LCDTV category in Q3 which accounted for \$2.3B in sales or up from \$729M in Q3 2005. “The LCDTV freight train is charging forward full steam ahead and large screen models fueled a significant portion of the quarter-to-quarter increases in Q3,” comments Tamaryn Pratt, Quixel’s principal. “LCDTVs 40” and above showed the strongest quarter-to-quarter growth and controlled 10 percent of the overall category. Prices continued to fall dramatically in these screen sizes and consumers also had the flexibility to future proof their purchase with a 1080p selection.” Price declines also supported the strong growth in the 37” LCDTV screen size segment, which increased 75 percent from Q2 2006 to Q3 2006.

Overall, the total LCDTV revenues topped the \$3B mark in the third quarter with sales increasing 35 percent quarter-to-quarter and 120 percent year-to-year. Volumes were also up significantly quarter-to-quarter and year-to-year or grew 33 percent and 122 percent respectively for the LCDTV category.

The total value of the Advanced TV market in the USA was worth almost \$7B in revenues in Q3 2006 and the LCDTV segment represented over 45 percent of that market or was flat compared to Q2 2006. Quixel Research’s projections for the USA LCDTV market show the category quadrupling in sales by 2009.



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.