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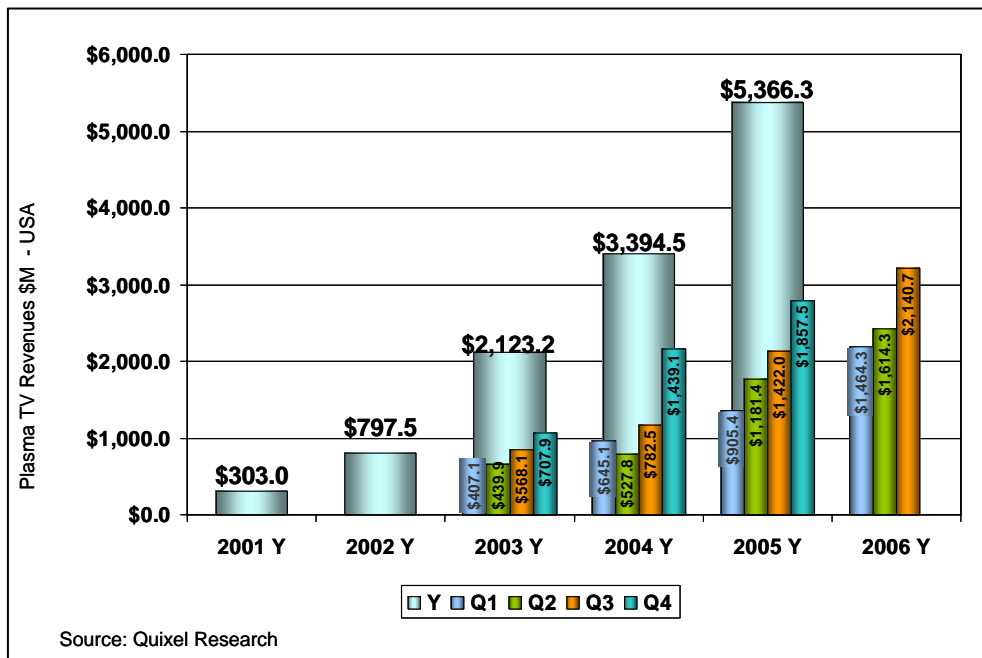
FOR IMMEDIATE RELEASE

42" HD Plasma Price Points Plummet in Q3, Making Room for a New Set of Consumers

Portland, OR – November 14, 2006. For Immediate Release: After taking the back seat to the staggering 50" Plasma TV sales increase in the second quarter, the 42" HD Plasma TV segment increased 56 percent in volume quarter-to-quarter and grew faster than the overall Plasma TV market in Q3. Quixel Research's *Plasma TV Market Review* for Q3 2006 revealed that the 42" HD segment captured 53 percent of the total Plasma TV market in units or gained three percent from Q2 2006 to Q3 2006 and 10 percent from Q3 2005 to Q3 2006. "The competition among the Flat TV technologies in the 40"-42" space is increasing each quarter and the 42" Plasma TV segment defended its traditional turf very well in the third quarter with sharp price cuts," stated Tamaryn Pratt, Quixel Research's principal. "With the price-per-inch (PPI) well under \$50 for the first time, Plasma TV manufacturers are the first to begin addressing the early majority." The Q3 2006 PPI declined 12 percent Q2 to Q3 and 34 percent from Q3 2005 to Q3 2006.

On a quarterly and yearly basis, revenues and unit sales both increased for the Plasma TV category. Revenues were up 33 percent from \$1.6B in Q2 2006 to \$2.1B in Q3 2006 and on a year-to-year basis, increased from \$1.4B, which was a 51 percent increase. Volumes continued to climb in the third quarter with sales rising 47 percent from Q2 2006 to Q3 2006 and 96 percent from Q3 2005 to Q3 2006.

The total value of the Advanced TV market in the USA was worth almost \$7B in revenues in Q3 2006 and the Plasma TV segment represented close to 32 percent of that market. Quixel Research's projections for the USA Plasma TV market show the category reaching close to \$9B 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.