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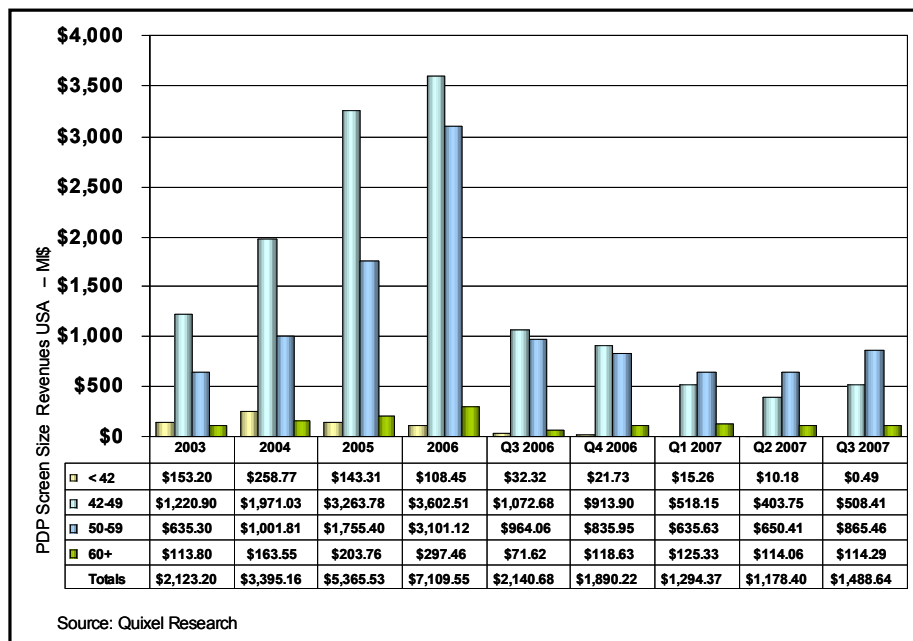
**FOR IMMEDIATE RELEASE**

**Both 42” and 50” Models Move PDP Sales Forward in Q3 2007**

**Portland, OR – November 13, 2007.** For Immediate Release: For the second quarter in a row, the Plasma TV category continued to outpace all other technologies in the 50” and above screen size segment but in the third quarter 2007, even 42” sales showed increases in volume and value. Quixel Research’s *Plasma TV Market Review* for Q3 2007 revealed that both the 50” to 59” and 42” to 49” screen size segments showed sizable growth from Q2 2007 to Q3 2007 or up 31 percent and 27 percent in units respectively. “There is no question that large screen LCDTV sales are right at the heels of the PDP category but many consumers still prefer Plasma TVs,” stated Tamaryn Pratt, Quixel’s Principal. “Putting individual picture quality preferences aside, the top selling 50” PDPs were all under \$1999 in the third quarter, making it the best value for a large screen Flat TV.” Quarter-to-quarter revenues for the 50” to 59” segment were up 33 percent and up 26 percent for the 42” to 49” screen size segment for the same time period.

Overall the PDP category was up 25 percent in units from Q2 2007 to Q3 2007 but down 10 percent year-to-year. Relatively stable Plasma ASPs kept revenues up quarter-to-quarter or sales topped \$1.4B in Q3 2007 compared to results of \$1.1B in Q2 2007. However, on a year-to-year basis, the PDP category was down 30 percent in revenues.

The total value of the Advanced TV market in the USA was worth almost \$7.5B in revenues in Q3 2007 and the Plasma TV segment represented over 20 percent of that market.



**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](http://www.quixelresearch.com).