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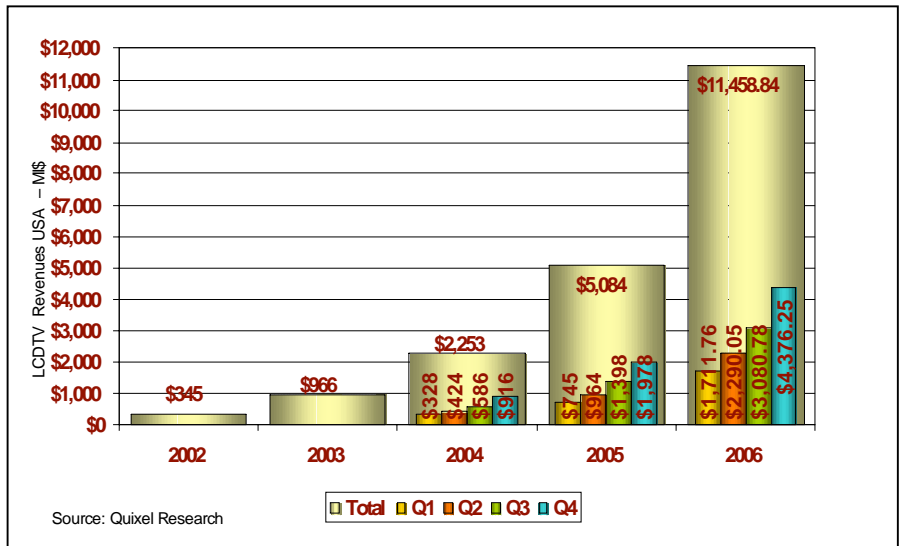
**FOR IMMEDIATE RELEASE**

**As Prices Plummet, LCDTV Sales More than Double in 2006**

**Portland, OR – February 16, 2007.** For Immediate Release: Quixel Research’s recently published *LCDTV Market Review* for Q4 2006 revealed that swiftly declining price points drove triple digit increases in both unit and dollar sales from 2005 to 2006. USA LCDTV volumes grew 134 percent and revenues grew 125 percent, or topped \$11B in 2006 compared to \$5B in 2005. On a quarter-to-quarter basis, the LCDTV category topped \$4.3B in revenues for Q4 2006 or up 42 percent from Q3 2006’s revenues of \$3B. “Fourth quarter price declines really tipped the scale for the LCDTV category,” comments Tamaryn Pratt, Quixel’s principal. “We saw large screen ASPs fall 17 to 20 percent from Q3 to Q4 but smaller sized models weren’t immune, dropping 15 to 17 percent. These aggressive prices really drove consumers to retail over the holiday season and as a result sales almost doubled in just one quarter.” The 52” models saw the largest ASP decline from Q3 2006 to Q4 2006 and the 37” models showed the most significant price decline from 2005 to 2006.

Even with prices spiraling downwards, the velocity of large screen LCDTV sales, coupled with the increase in 1080p models, kept the overall revenues strong for 2006. Revenue share of ≥40” LCDTVs grew from 33 percent in Q3 2006 to 45 percent in Q4 2006 or in dollar terms, grew from \$1B to \$2B for the same time period. On a year-to-year basis, ≥40” models accounted for less than \$500K in revenues in 2005 but in one year grew a staggering 700% amassing \$4B in sales for 2006.

The total value of the Advanced TV market in the USA was worth almost \$24B in revenues in Q4 2006 and the LCDTV segment represented over 47 percent of that market. Quixel Research’s projections for the USA LCDTV market show the category tripling in volume by 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](http://www.quixelresearch.com).