



Press contact:
 Shauna Nokleby
 Quixel Research, LLC
 shauna@quixelresearch.com
 503.347.5358

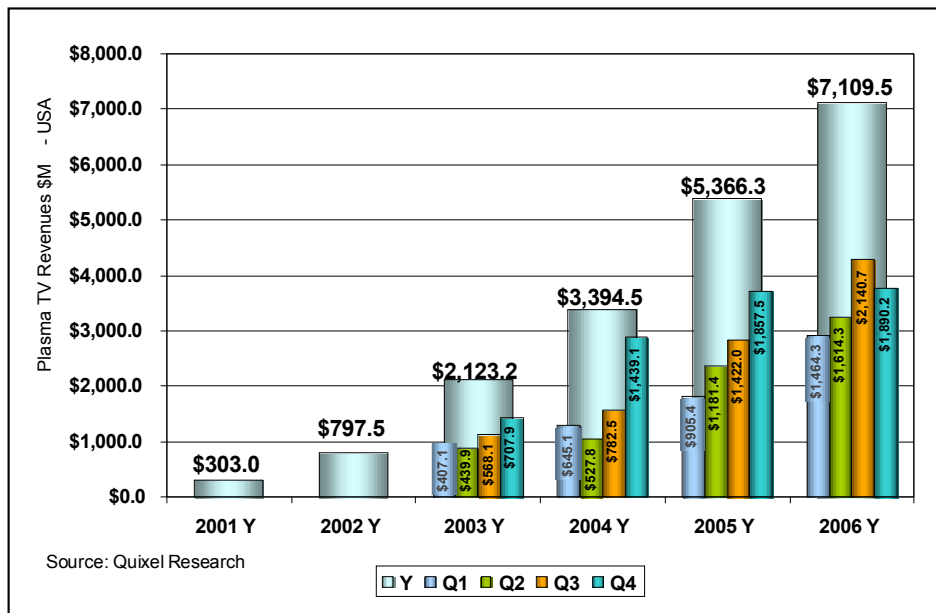
FOR IMMEDIATE RELEASE

Plasma TV Sales Still Top All Other Big Screen Technologies In 2006

Portland, OR – February 14, 2007. For Immediate Release: After a year of stiff competition, battling LCDTV as well as MD RPTV price moves, the Plasma TV category proved successful in outselling all other large screen (40"+) TV technologies in both volume and value in 2006. Quixel Research's *Plasma TV Market Review* for Q4 2006 revealed that the total Plasma TV category grew 83 percent in unit sales and 32 percent in revenues from 2005 to 2006 or sales increased from \$5.3B in 2005 to \$7.1B in 2006. "Manufacturers and retailers enabled price declines that opened the doors for a new set of customers," stated Tamaryn Pratt, Quixel's principal. "The aggregate price-per-inch (PPI) fell significantly for the second quarter in a row, dropping below \$39 in the fourth quarter. Consumers were able to purchase premium branded 42" HD PDPs as low as \$999 over the holiday selling season and that price point kept the other technologies at bay." The 42" HD ASP declined 30 percent from Q3 2006 to Q4 2006 or fell below \$1,400 in Q4 2006.

On a quarter-to-quarter basis the severe price cuts suppressed revenue growth in the fourth quarter and the total market value declined 12 percent from Q3 2006 to Q4 2006 or decreased from \$2.1B to \$1.8B respectively. On a year-to-year basis however, Plasma TV revenues were up 2 percent from Q4 2005 to Q4 2006 and up 66 percent in volume for the same time period.

The total value of the Advanced TV market in the USA was worth almost \$24B in revenues in 2006 and the Plasma TV segment represented close to 30 percent of that market. Quixel Research's projections for the USA Plasma TV market show volumes doubling from 2006 to 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.