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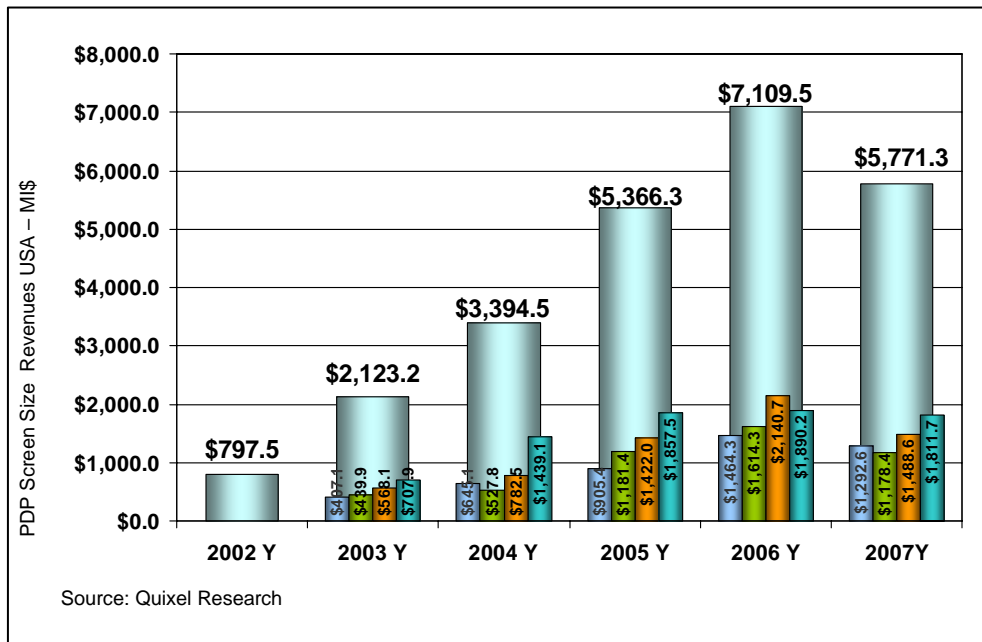
FOR IMMEDIATE RELEASE

Strong Q4 PDP Sales Support Overall Market Increase in 2007

Portland, OR – February 12, 2008. For Immediate Release: Quixel Research’s recently published *PDP Market Review* revealed that USA unit sales of Plasma TVs hit an all time quarterly high in Q4 2007 and pushed up overall sales five percent from 2006 to 2007. “PDP prices were very competitive in the fourth quarter and consumers responded. We saw unit sales increase 36 percent from Q3 to Q4 and there was a good mix of both 42” and 50” models,” stated Tamaryn Pratt, Quixel Research’s Principal. “Unit sales of 50” models did outpace sales of 42” models again in Q4, as well as in full year 2007, but well priced seasonal models pushed 42” sales up almost 30 percent quarter-to-quarter.” Total volume for the 50”-59” segment was up 47 percent from Q3 2007 to Q4 2007 and up 53 percent from 2006 to 2007, while the 40”-49” segment saw unit volume decline 22 percent from 2006 to 2007.

Overall revenues for the PDP category were down sharply in 2007 as price pressure from the LCDTV category compressed ASPs and there were very few 1080p models to support growth. Total value for the PDP category fell 19 percent from 2006 to 2007 or declined from \$7.1B to \$5.7B respectively. However, from Q3 2007 to Q4 2007 revenues increased 22 percent as 50” outsold 42” and 1080p models trickled into the market.

The total value of the Advanced TV market in the USA was worth almost \$28.7B in revenues in 2007 and the Plasma TV segment represented 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.