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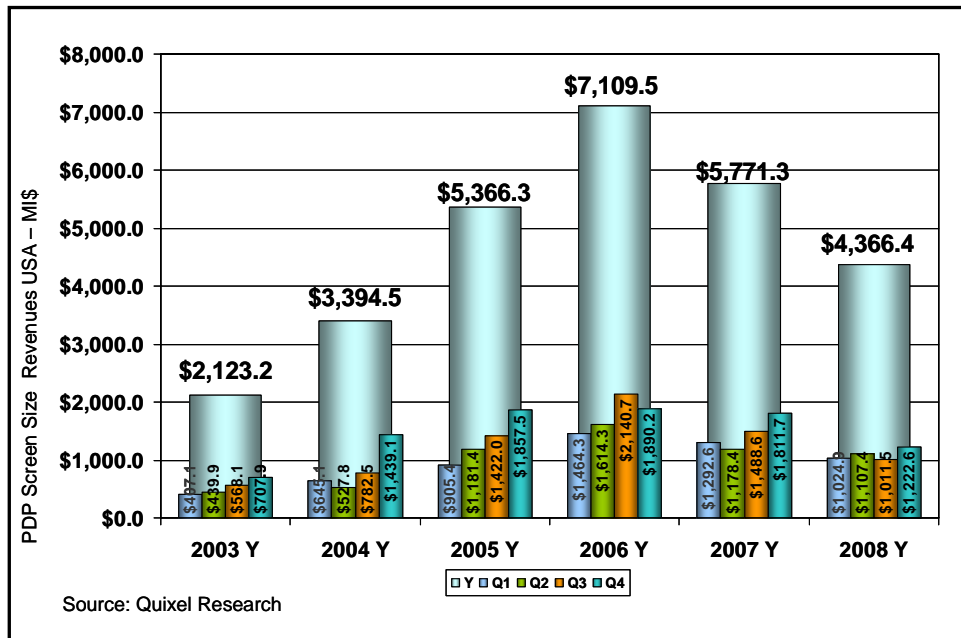
FOR IMMEDIATE RELEASE

720p Sales Still a Strong Engine for PDP in 2008

Portland, OR – February 12, 2009. For Immediate Release: Quixel Research’s recently published *USA PDP Market Review* revealed that in spite of the display industry’s drive to higher resolutions, 2008 Plasma TV sales were primary 720p. Furthermore they were healthy enough to support an overall unit increase for the category in 2008. “There is no question that Plasma 1080p sales are on the rise, but the fact of the matter is that 720p Plasma TVs comprised 70% of the overall category in Q4 2008 and 71% in 2008,” stated Tamaryn Pratt, Quixel Research’s Principal. “The 42” and 50” 720p models offered an outstanding value for consumers who didn’t necessarily need or care about owning a 1080p product. To a certain degree, these products are ideal for these tough economic times.” The 50” 720p segment showed the strongest increase in sales during Q4 or gained 6% share of the overall PDP category; while the 50” 1080p segment saw a share decline for Q4 but a 16% increase for 2008 overall.

Both unit shipments and values for the PDP category increased in Q4 2008, with revenues up a solid 21% or \$1.2B compared to \$1B in Q3 2008. Year-to-year the picture was bleaker as revenues fell 33% and from 2007 to 2008 revenues fell 24%. Unit sales were up an impressive 39% quarter-to-quarter but only 2% year-to-year and 4% from 2007 to 2008.

Quixel Research’s projections for the USA PDP market in units show category sales flattening in 2009 but revenues continuing to decline.



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.