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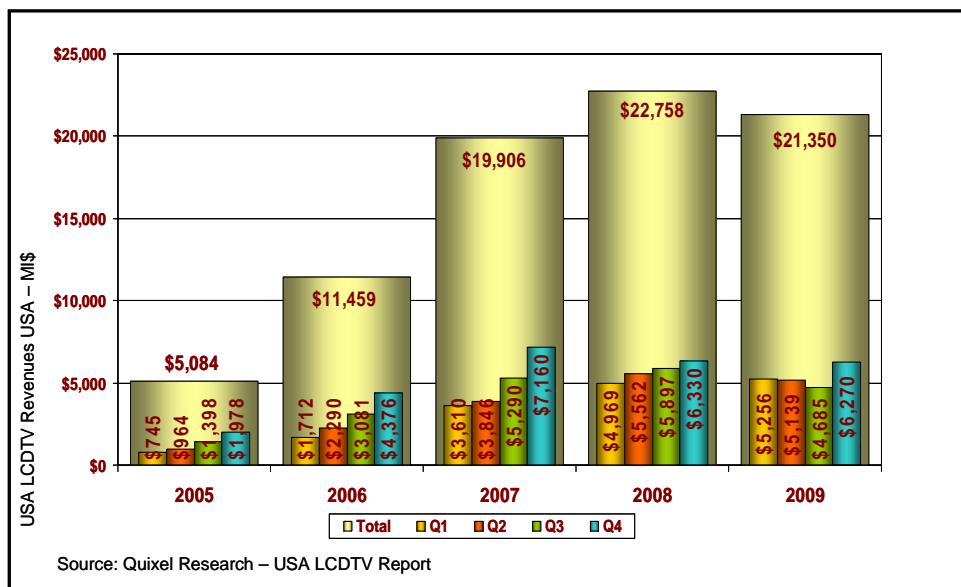
**FOR IMMEDIATE RELEASE**

**32” LCDTVs Fuel a Huge Volume Increase for 2009 but Values Falter Overall**

**Portland, OR – February 18, 2010.** For Immediate Release: The economy didn’t hold back the LCDTV category; supported by huge 32” volume, unit sales for the USA LCDTV category increased 40% from 2008 to 2009. Quixel Research’s recently published *LCDTV Market Review* revealed that the 32” LCDTV screen size segment nearly topped 10M units 2009. “With the economy in doldrums most consumers were looking for a value, and they were plentiful in the 32” screen size segment, and even widely available at many non CE retailers,” stated Tamaryn Pratt, Quixel Research’s Principal. “All screen size segments grew in both units and revenues in Q4 2009, but the 32” segment was one of the only segments to gain unit and value share in 2009 overall.” The 32” screen size segment accounted for 32% of the volume and 22% of the value in 2009.

For the first time, the increase in overall LCDTV volume did not compensate for price erosion and annual revenues declined for the LCDTV category, with revenues of \$21.3B in 2009 or a 6% decline from 2008 revenues of \$22.7B. However, strong Q4 2009 sales of large sized LCD and LED models, as well as strong unit sales overall, did support significant Q3 2009 to Q4 2009 revenue growth, as the category topped \$6.2B or up 34% over the prior quarter.

Larger size and higher resolution models have become commonplace and the market has begun to embrace 240 hz and LED backlight solutions, with the later doubling revenues in 2009. Quixel Research’s projections for the USA LCDTV market in units show the category increasing out to 2013.



**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).