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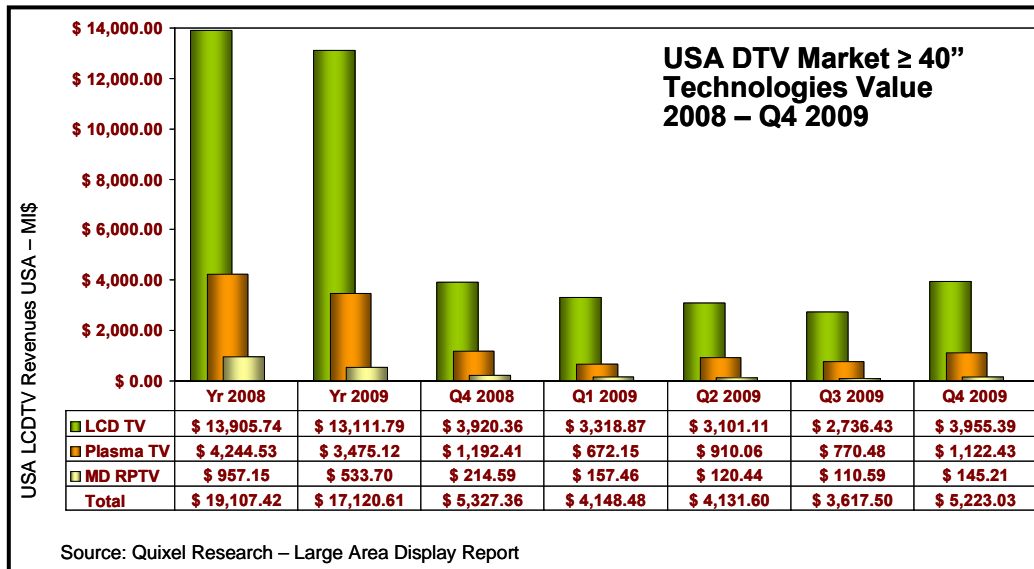
**FOR IMMEDIATE RELEASE**

**Blockbuster Q4 Sales Boost the 40"+ TV Category 19% in 2009**

**Portland, OR – February 22, 2010.** For Immediate Release: While slow out of the gate in 2009, the USA 40" and above TV category finally took off in the fourth quarter, resulting in a 19% overall increase in unit sales for the year. Quixel Research's *USA Large Area Display Report* revealed that in Q4 2009 unit sales increased 63% compared to Q3 2009 with all technologies posting double digit increases for the quarter. Unit sales for both large LCD and Plasma TVs were up over 60% from Q3 to Q4 2009 and over 20% from Q4 2008 to Q4 2009. "Volume was definitely not the issue in the fourth quarter," stated Tamaryn Pratt, Quixel Research's principal. "Strong sales were the underpinning for the 44% revenue increase in the fourth quarter; however, harsh price erosion has ultimately caught up, and for the first time, annual revenues declined for each of the technologies." The Large Area Display category's value fell 10% from \$19.1B in 2008 to \$17.1B in 2009 and when comparing Q4 2008 to Q4 2009, all technologies had flat to declining revenue results.

Affordable in challenging economic times, the 40"/42" screen size segment constituted almost 45% of the LAD market in volume for Q4 2009 or up 60%, supported by both LCD and PlasmaTV sales. The 55" to sub 60" screen size segment grew the most in units from both Q3 2009 to Q4 2009 and 2008 to 2009, as 55" LCDTV and 58" Plasma TV models were more widely available during the year with subsequent price declines. Solid sales of the largest MicroDisplay Rear Projection TVs boosted the 70" and above size segment or increasing 21% annually and offering consumers great values.

Quixel Research's *USA Large Area Display Report* is currently available for purchase. The report tracks and analyzes the quarterly results for the 40"+ LCD, Plasma and MicroDisplay Rear ProjectionTV categories and forecasts to 2013. Email info@quixelresearch.com for more information.



**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).