



Press Information

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DisplaySearch Study Places Philips in No. 1 position in global LCD Flat TV market

DENVER - According to DisplaySearch, a display market research and consulting firm, Philips Electronics maintained its top spot as the leader in liquid crystal display (LCD) TV sales worldwide.

Data from DisplaySearch shows that in the first half of this year, Netherlands-based Philips took the top spot in terms of unit share of LCD TV shipments worldwide. According to the report, Philips held 13.5 percent of the LCD market, a half percentage point more than Samsung, which retained 13.1 percent. Third place Sharp had a market share of 11.8 percent.

According to the report, global sales of LCD TVs increased 135 percent in the second quarter from a year earlier to a record 9.4 million units. LCD screens accounted for 22 percent of the world's television market in the second quarter of 2006 in terms of units shipped, up from 17 percent in the first quarter.

"These new DisplaySearch figures underline our leadership in the LCD TV market," said Lucas Covers, chief marketing officer, Philips Consumer Electronics. "An increasing number of Philips' LCD TVs also feature our Ambilight backlighting innovation – demonstrating that consumers are attracted to products offering a truly unique viewing experience."

Flat-panel TVs, LCD and Plasma displays, have been experiencing explosive growth in recent years as prices continue to drop and consumers demand technology in smaller – or in this case, thinner – packaging.

For further information, please contact:

Philips
Lindsay Woods
770-821-2392
lindsay.woods@philips.com

Manning Selvage & Lee
Elizabeth Halter
404-870-6871
elizabeth.halter@mslpr.com

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.4 billion in 2005. With activities in the three interlocking domains of healthcare, lifestyle and technology and 158,000 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at www.philips.com/newscenter.

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