

## **PRESS RELEASE**

### **Blu-ray Disc Sales Surpass One Million Mark Blu-ray Accounts For 70 Percent of High-Definition Movies Sold During First Quarter, According to Home Media Research Sales Figures**

**HOLLYWOOD – April, 2007** – Blu-ray Disc has become the first high definition format to sell more than one million discs, a milestone it has achieved in less than a year. Blu-ray Disc sales also accounted for 70 percent of the high-definition movies sold during the first quarter of 2007, according to sales figures published today by Home Media Research.

Blu-ray's sales lead has increased each month since the first of the year and nearly three out of every four high-definition movies sold in March were on Blu-ray Disc, according to the HMR sales figures. Industry projections suggest that this steady growth trend will continue based on the fact that seven of the eight major studios are releasing an increasing number of blockbuster movies on Blu-ray Disc, most of which are likely to be available in high-definition only on Blu-ray Disc.

Blu-ray Disc titles accounted for eight of the top ten selling high definition titles in the first quarter of this year, and since the introduction of both high definition formats, seven of the top ten selling high definition movies are on Blu-ray Disc.

“Sales of Blu-ray Disc titles have taken off since the first of the year,” said Andy Parsons, Chairman of the Blu-ray Disc Association's U.S. Promotion Committee and Senior Vice President New Product Development at Pioneer Electronics. “Blu-ray Discs have been outselling HD DVD by more than two to one since the beginning of the year and the gap is steadily widening. It's exactly what we've said all along would happen - the strong support for Blu-ray among movie studio and equipment manufacturers means that consumers have more choices when it comes to players and titles. And they're choosing Blu-ray by an ever-increasing margin.”

Blu-ray has seven BD players from six different manufacturers on the market; 12 desktop and notebook PCs from three separate companies; Sony's Playstation 3 and more than 200 movie titles, all currently available to consumers.

#### **About Blu-ray Disc**

Blu-ray Disc is the next-generation optical disc format being developed for high-definition video and high-capacity software applications. A single-layer Blu-ray Disc will hold up to 25 gigabytes of data and a double-layer Blu-ray Disc will hold up to 50 gigabytes of data.

#### **About the Blu-ray Disc Association**

The Blu-ray Disc Association (BDA) is responsible for promoting and further developing business opportunities for Blu-ray Disc - the next-generation optical disc for storing high-definition movies, games, photos and other digital content. The BDA has more than 180 members. Its Board of Directors consists of Apple; Dell Inc.; HP; Hitachi, Ltd.; LG Electronics Inc.; Mitsubishi Electric Corporation; Panasonic (Matsushita Electric); Pioneer Corporation; Royal Philips Electronics; Samsung Electronics Co., Ltd.; Sharp Corporation; Sony Corporation; Sun Microsystems, Inc.; TDK Corporation; Thomson; Twentieth Century Fox; Walt Disney Pictures and Television; Warner Bros. Entertainment.

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