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**HD DVD Continues to Deliver the Most Affordable Hardware  
Plus the Year's Biggest Box Office Hits**

*Promotional Group Rolling Out 4th Quarter Marketing Campaign to Support More than 125  
Movie Titles Representing \$3 Billion in Box Office Revenue;  
HD DVD Announces Season-long Partnership with NBC Television Station Group for Sunday  
Night Football Broadcasts*

**DENVER, Co. – Sept. 5, 2007** – Today at the CEDIA EXPO 2007, the North American HD DVD Promotional Group showcased undeniable momentum for the high def format, announcing an aggressive fourth quarter marketing campaign to support a strong slate of more than 125 high definition movies, as well as expanded hardware offerings that take the consumer experience to new levels. Fueled by support from major Hollywood studios, including Warner Bros, Universal, and the recently exclusive Paramount and DreamWorks Animation; from leading hardware manufacturers including Toshiba and Onkyo; and from four of the top five PC Notebook manufacturers in the world; HD DVD continues to offer the best overall experience and the most affordable prices of all next generation formats.

In a clear show of marketing muscle leading into the holidays, Toshiba announced a season-long promotional campaign partnering with the NBC Television Station Group and its broadcasts of Sunday Night Football. This campaign includes 30 second HD DVD ads to air in key NBC television markets broadcasting Sunday Night Football, web sponsorships promoting the format, as well as special on-air HD DVD vignettes that will help educate consumers on how they can receive the ultimate high definition experience through their HDTV. The HD DVD vignettes will air in shows such as "Football Night in America" hosted by Bob Costas, Cris Collinsworth, Keith Olbermann, Tiki Barber and Jerome Bettis. This season-long campaign will

communicate the many benefits of HD DVD to more than 72 million households through the holidays and into 2008.

“Today’s announcements leave no doubt about the level of commitment driving this format – HD DVD is the best choice for consumers and it’s available today,” said Ken Graffeo, co-president of the HD DVD Promotional Group. “With a strong line up of hardware and software, as well as key promotional activities through Sunday Night Football, we’re making HD DVD an easy choice for the holiday and a must for every home theater.”

Universal, Paramount Studios and Warner Bros announced a broad slate of more than 125 titles for 4th quarter, featuring blockbuster new releases and catalog titles that delivered box office returns of more than \$3 billion. Toshiba also reaffirmed in its press conference today that it continues to hold a majority lead in dedicated high definition players in the U.S.

HD DVD currently offers more than 300 titles available in the US, with player pricing starting at under \$300 for dedicated CE players and \$179 for the Xbox 360 HD DVD drive. HD DVD is also the only format with mandatory features on every machine such as a network connection to access web-enabled content and picture-in-picture capabilities to personalize the movie watching experience. To help future proof your home video collections, HD DVD also exclusively offers combo discs (DVD on one side and HD DVD on the other).

### **About HD DVD**

The DVD Forum develops and defines DVD formats. Its more than 200 strong membership brings together leaders in movies and entertainment, computing, consumer electronics and software. In November 2003, the DVD Forum selected a single technology as the next-generation, post-DVD standard for high capacity, high definition optical discs – HD DVD. HD DVD is fast becoming the primary visual medium for the age of high-definition TV. The North

American HD DVD Promotional Group, Inc. is an organization established to promote the HD DVD format and educate consumers in North America. For more information and a complete listing of HD DVD launch titles please visit <http://www.TheLookAndSoundOfPerfect.com>.

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