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HD DVD Surpasses 750,000 Dedicated Players

Promotional Group announces record HD DVD hardware sales following Black Friday

LOS ANGELES (November 27, 2007) – Following landmark Black Friday promotions through major retail chains, the North American HD DVD Promotional Group today announced that sales of dedicated HD DVD players exceeded the 750,000 mark. The data is based on retailer reports and other point of sale data, and includes standalone set-top players as well as the Xbox 360 HD DVD player.

“HD DVD continues to gain momentum and market share with consumers,” said Ken Graffeo, executive vice president of HD strategic marketing for Universal Studios Home Entertainment, and co-president of the HD DVD Promotional Group. “With more than four weeks left for holiday shopping, HD DVD is turning out to be a perfect consumer electronics gift.”

HD DVD continues to step up marketing and education efforts, helping consumers to see the quality and value of the new format. In addition to an enhanced presence at major retailers, HD DVD has added educational sections to its website at www.TheLookAndSoundOfPerfect.com.

About HD DVD

HD DVD is the next generation, post-DVD standard for high capacity, high definition optical discs, approved by the DVD Forum, which develops and defines DVD formats. Its more than 220 strong membership brings together leaders in movies and entertainment, computing, consumer electronics and software. 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 titles please visit <http://www.TheLookAndSoundOfPerfect.com>.

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