



## **VIZIO UNLEASHES NEW AD CAMPAIGN FOR THEIR HD SPONSORSHIP OF NBC'S BROADCAST OF THE 2008 OLYMPIC GAMES**

**IRVINE, Calif. – August 4, 2008** – VIZIO, America's fastest growing HDTV Company, is launching a new media campaign tied to its HD Sponsorship of NBC's 2008 Olympic Games broadcast. The ad campaign is designed to fuel VIZIO's meteoric growth by introducing feature-rich products, rivaling or outperforming their competitors' premium lines, while maintaining the company's commitment to value pricing.

"The NBC Olympic relationship presents a unique opportunity to introduce VIZIO'S new XVT line to a massive audience of mainstream consumers tuning into the Olympics," said VIZIO Director of Marketing Jason Maciel. "We're excited and honored to showcase VIZIO in conjunction with the world's most historic and highly anticipated global sports event."

The first ad, entitled "Splash," debuts during NBC's Opening Ceremony coverage on August 8, 2008. It features a U.S. diver performing a rigorous dive with unprecedented clarity and detail delivered by VIZIO's FULL HD 1080P, 120Hz Smooth Motion Video Technology included in its XVT series.

"We are proud to deliver our new XVT line of products to attack the misperception that advanced technology and performance cannot be reasonably priced," said V.P. of Sales and Marketing Communications, Laynie Newsome. "We, unlike our competitors, are going against the industry trend of over charging consumers for high-performance technology."

VIZIO's new XVT series of HDTVs are now shipping to national retailers such as Costco Wholesale, SEARS, Sam's Club and Circuit City.

### **About NBC Olympics**

NBC, "America's Olympic Network," owns the exclusive U.S. media rights to the Olympic Games, television's most powerful property, through 2012, which includes Beijing in 2008, Vancouver in 2010 and London in 2012. From August 8-24, 2008 NBC Universal will present an unprecedented 3,600 hours of coverage, highlighted by NBC in primetime with live swimming, gymnastics and beach volleyball. In August 2004, 203 million viewers watched as the networks of NBC Universal—NBC, MSNBC, CNBC, USA, Bravo, Telemundo, and NBC's HD affiliates—offered a then record 1,210 hours of Olympic coverage from Athens.

For additional information, go to [NBCOlympics.com](http://NBCOlympics.com), a year-round destination for fans of Olympic sports, featuring news, Beijing previews, athlete features, expert blogs, photos, Olympic video from the NBC archives and social tools enabling users to build communities around their favorite sports, post comments and blogs.

**About VIZIO**

VIZIO, Inc. "Where Vision Meets Value," headquartered in Irvine, California, is America's fastest-growing HDTV Company. In 2007, VIZIO skyrocketed to the top by becoming the #1 selling brand of flat panel HDTVs in North America and became the first American brand in over a decade to lead major categories in U.S. TV sales. VIZIO is committed to bringing feature-rich flat panel televisions to market at a value through practical innovation. VIZIO offers a broad range of award winning Plasma and LCD HDTVs including the new XVT series. VIZIO's products are found at BJ's Wholesale, Circuit City, Costco Wholesale, Sam's Club, Sears, Walmart, and other retailers nationwide along with authorized online partners. VIZIO has won numerous awards including a #1 ranking in the Inc. 500 for Top Companies in Computers and Electronics, Good Housekeeping's Best Big-Screens, CNET's Top 10 Holiday Gifts, PC World's Best Buy among others. For more information, please call 888-VIZIOCE or visit on the web at [www.VIZIO.com](http://www.VIZIO.com).

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Note for press only:

Photos, additional specifications, information, interview requests and product evaluations should be directed to agency.