

2018 Brand Shares Based on Computer Returns and Television Market Share for the Calendar Year 2016

Company Name	Brand Name	Computer				Television		Total Weight
		Return Weight	Unadjusted Return Share	Adjusted Return Share	Return Share by Weight	Market Share	Market Share by Weight	
Acer America Corporation	Acer	3,966	2.29%	2.56%	20,110	0.00%	-	20,110
Acer America Corporation	emachines	5,289	3.06%	3.42%	26,818	0.00%	-	26,818
Acer America Corporation	PACKARD BELL	1,533	0.89%	0.99%	7,773	0.00%	-	7,773
Acer America Corporation	Gateway	11,307	6.54%	7.30%	57,333	0.00%	-	57,333
Apple Inc.	Apple	7,464	4.32%	4.82%	37,847	0.00%	-	37,847
ASUS Computer International	ASUS	796	0.46%	0.51%	4,036	0.00%	-	4,036
Best Buy	Best Buy	0	0.00%	0.00%	-	4.24%	213,244	213,244
Best Buy	Toshiba - Television	0	0.00%	0.00%	-	1.62%	81,231	81,231
Curtis International	Proscan	0	0.00%	0.00%	-	0.61%	30,542	30,542
Curtis International	RCA >=20"	0	0.00%	0.00%	-	1.35%	67,787	67,787
Dell Inc.	Dell	67,550	39.08%	43.62%	342,519	0.00%	-	342,519
Dell Inc.	ALIENWARE	201	0.12%	0.13%	1,019	0.00%	-	1,019
Envision Peripherals Inc.	AOC	1,466	0.85%	0.95%	7,434	0.00%	-	7,434
Envision Peripherals Inc.	Envision	1,181	0.68%	0.76%	5,988	0.00%	-	5,988
Envision Peripherals Inc.	PHILIPS	827	0.48%	0.53%	4,193	0.00%	-	4,193
Funai Corporation, Inc.	Emerson	0	0.00%	0.00%	-	0.52%	25,894	25,894
Funai Corporation, Inc.	Magnavox	0	0.00%	0.00%	-	0.57%	28,394	28,394
Funai Corporation, Inc.	Phillips	0	0.00%	0.00%	-	1.98%	99,408	99,408
Funai Corporation, Inc.	Sanyo	0	0.00%	0.00%	-	3.62%	181,918	181,918
Haier America	Haier	0	0.00%	0.00%	-	0.55%	27,869	27,869
Hewlett-Packard	Compaq	6,826	3.95%	4.41%	34,612	0.00%	-	34,612
Hewlett-Packard	Hewlett-Packard	28,831	16.68%	18.62%	146,191	0.00%	-	146,191
Hitachi America, Ltd./Digital Media Div	Hitachi	244	0.14%	0.16%	1,237	0.47%	23,435	24,672
Hisense	Hisense	0	0.00%	0.00%	-	3.02%	151,749	151,749
Hisense	Sharp	0	0.00%	0.00%	-	2.96%	148,676	148,676
International Business Machines Corporation	IBM	1,816	1.05%	1.17%	9,208	0.00%	-	9,208
JVC Americas Corp.	JVC	0	0.00%	0.00%	-	0.19%	9,544	9,544
Lenovo (United States) Inc.	Lenovo	1,921	1.11%	1.24%	9,741	0.00%	-	9,741
LG Electronics USA, Inc.	LG	0	0.00%	0.00%	-	11.76%	591,130	591,130
NEC Display Solutions of America, Inc.	NEC	2,928	1.69%	1.89%	14,847	0.00%	-	14,847
Panasonic Corporation of North America	Panasonic	0	0.00%	0.00%	-	0.49%	24,789	24,789
PLR IP Holdings, LLC.	Polaroid	0	0.00%	0.00%	-	0.24%	12,010	12,010
Sceptre	Sceptre	0	0.00%	0.00%	-	0.70%	35,086	35,086
Samsung Electronics America	Samsung	2,076	1.20%	1.34%	10,527	31.65%	1,590,396	1,600,922
Samsung Electronics America	Samtron	302	0.17%	0.20%	1,531	0.00%	-	1,531
Sony Electronics Inc.	Sony	3,577	2.07%	2.31%	18,138	6.61%	331,943	350,080
TTE Technology, Inc.	TCL	0	0.00%	0.00%	-	2.73%	137,306	137,306
Tongfang Global, Inc.	Element	0	0.00%	0.00%	-	4.03%	202,695	202,695
Tongfang Global, Inc.	Seiki	0	0.00%	0.00%	-	0.48%	24,058	24,058
Tongfang Global, Inc.	Westinghouse - Television	0	0.00%	0.00%	-	1.54%	77,461	77,461
Toshiba America Information Systems, Inc.	Toshiba - Monitor	1,052	0.61%	0.68%	5,334	0.00%	-	5,334
Viewsonic Corporation	Optiquest	291	0.17%	0.19%	1,476	0.00%	-	1,476
Viewsonic Corporation	Viewsonic	3,206	1.85%	2.07%	16,256	0.00%	-	16,256
Viewsonic Corporation	Nokia	219	0.13%	0.14%	1,110	0.00%	-	1,110
VIZIO Inc.	Vizio	0	0.00%	0.00%	-	18.08%	908,501	908,501
ORPHAN BRANDS	Orphan	17,970	10.40%	0.00%	-	0.00%	-	-
		172,839	100%	100%	785,279	100.00%	5,025,064	5,810,343