

TWICE and market research firm IFR Group have created this Black Friday Price Watch, a weekly listing of the most advertised CE SKUs within key product categories. The list, based on current Sunday circulars covering 62 percent of the nation's readership, includes newly advertised models as well as previously advertised products showing the most price volatility (plus or minus 10 percent).

TVs (LCD & PDP)

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
ELEMENT	ELCHS-261 (26" LCD)	Sears	<u>\$399.99</u>	n/a	n/a
INSIGNIA	NSPDP-3209 (32" PDP)	Best Buy	<u>\$497.99</u>	n/a	n/a
AOC	L-32W-761 (32" LCD)	Office Depot	<u>\$499.99</u>	\$449.99 (11/09)	11.11%
INSIGNIA	NSLCD-42HD-09 (42" LCD)	Best Buy	<u>\$799.99</u>	\$899.00 (10/19)	-11.01%
INSIGNIA	NSLTDVD-2609 (26" LCD)	Best Buy	<u>\$479.99</u>	\$549.99 (11/02)	-12.73%
LG	32LG-30 (32" LCD)	Best Buy	<u>\$549.99</u>	\$799.99 (11/02)	-31.25%
OLEVIA	237T (37" LCD)	Target	<u>\$898.00</u>	\$649.00 (10/26)	38.37%
OLEVIA	247TFHD (47" LCD)	Target	<u>\$898.00</u>	\$999.99 (10/26)	-10.20%
PHILIPS	42PFL-3603D (42" LCD)	Target	<u>\$848.00</u>	\$949.00 (09/14)	-10.64%
SONY	KDL-37M-4000 (37" LCD)	Best Buy	<u>\$999.99</u>	\$1199.99 (07/20)	-16.67%
SONY	KDL-40W-4100 (40" LCD)	Best Buy	<u>\$1,699.99</u>	\$1899.99 (08/03)	-10.53%
SONY	KDL-46V-4100 (46" LCD)	Best Buy	<u>\$1,799.99</u>	\$1999.99 (10/12)	-10.00%
SONY	KDL-46XBR-6 (46" LCD)	Best Buy	<u>\$2,799.99</u>	\$2499.99 (11/09)	12.00%
SONY	KDL-46Z-4100 (46" LCD)	Best Buy	<u>\$2,499.99</u>	\$2799.99 (10/12)	-10.71%
SONY	KDL-46Z-4100 (46" LCD)	Circuit City	<u>\$2,499.99</u>	\$2799.99 (08/31)	-10.71%
TOSHIBA	19LV-505 (19" LCD)	Best Buy	<u>\$349.99</u>	\$399.99 (09/14)	-12.50%
TOSHIBA	19LV-505 (19" LCD)	Circuit City	<u>\$349.99</u>	\$399.99 (10/12)	-12.50%
TOSHIBA	22LV-505 (22" LCD)	Best Buy	<u>\$449.99</u>	\$499.99 (10/26)	-10.00%
WESTINGHOUSE	W-3223 (32" LCD)	Best Buy	<u>\$449.99</u>	\$499.99 (10/26)	-10.00%

Blu-Ray Disk Players

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
SHARP	BDHP-21U	Best Buy	<u>\$299.99</u>	n/a	n/a
SHARP	BDHP-21U	Sears	<u>\$179.99</u>	n/a	n/a

Laptops

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
ASUS	EEEPC701SDB004X-CM/900	Toys 'R' Us	<u>\$299.99</u>	n/a	n/a
ASUS	EEEPC701SDB008LCM/900	Toys 'R' Us	<u>\$269.99</u>	n/a	n/a
HP	DV41124NR-C2D/2000	Circuit City	<u>\$599.99</u>	n/a	n/a
TOSHIBA	SA305S6894-C2D/2000	Circuit City	<u>\$849.99</u>	n/a	n/a
COMPAQ	PRCQ50210US-AX2/2000	Office Depot	<u>\$399.99</u>	\$529.99 (10/26)	-24.53%
COMPAQ	PRCQ50215NR-AX2/1900	Best Buy	<u>\$399.99</u>	\$449.99 (09/28)	-11.11%
HP	TX2510US-TX2U/2100	Office Depot	<u>\$899.99</u>	\$1099.99 (10/26)	-18.18%
SONY	VGNN5140E-C2D/2000	Best Buy	<u>\$799.99</u>	\$649.99 (10/19)	23.08%
TOSHIBA	SL305S59071-PDC/2000	Radio Shack	<u>\$599.99</u>	\$699.99 (11/02)	-14.29%

PNDs

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
INSIGNIA	NSCNV-20	Best Buy	\$449.99	n/a	n/a
NAVIGON	2090S	Radio Shack	\$159.99	n/a	n/a
NAVIGON	5100 MAX	Radio Shack	\$279.99	n/a	n/a
INSIGNIA	NSCNV-10	Best Buy	\$349.99	\$399.99 (11/02)	-12.50%
MAGELLAN	MAESTRO-4370	Best Buy	\$349.99	\$399.99 (10/26)	-12.50%
TOMTOM	GO-730	Best Buy	\$399.99	\$449.99 (10/26)	-11.11%

iPod Speaker Docks

Brand	Model	Retailer	Current Advertised Price	Last Advertised Price	Price Change
SENS	SCR-452	Circuit City	\$39.99	n/a	n/a