



## Planar Receives Distribution Industry Bronze 'Rising Star' Award

*Third-Annual Awards Program Recognizes the IT Distribution Industry's Fastest Growing Manufacturers and Publishers*

**GTDC SUMMIT, NEWPORT BEACH, Calif. – Sept. 17, 2008** – Planar Systems, Inc. (NASDAQ: PLNR), a worldwide leader in specialty display solutions, today announced it is a recipient of a *2008 Rising Star* Award, presented by the [Global Technology Distribution Council](#) (GTDC) in recognition of the IT industry's fastest-growing manufacturers and publishers doing business with GTDC member distributors. Winners are selected based on U.S. revenue growth over the past year, as reported by industry research organization The NPD Group in its [Distributor Track<sup>SM</sup>](#) service. Planar was selected as the bronze award winner in the \$20 million to \$100 million and over category for the 12-month period (ending May 2008).

"We take pride in continuing to nurture the strong relationships with our channel customers and are therefore honored to receive this prestigious award," said Mark Ceciliani, VP and GM, Commercial Business Unit. "The 'Rising Star' distinction validates our objectives of going beyond customer expectations to deliver unmatched responsiveness and product warranty support."

GTDC distributor members provide products and services to solution providers and resellers supporting end users of all sizes, including the critical small-to-midsize business (SMB) market. GTDC members represent more than \$100 billion in annual worldwide sales. The GTDC Rising Star awards program was created and introduced in 2006 in response to the impressive success IT manufacturers and publishers are having in partnership with IT distributors. The GTDC presents Gold, Silver and Bronze awards as well as up to three "honorable mention" awards in the following revenue categories based on GTDC member sales: \$500 million+; \$100 million to \$500 million; and \$20 million to \$100 million.

### **Methodology**

Sales results for Rising Star award winners are based on actual U.S. revenue growth over the past year, as reported by industry research organization The NPD Group in its [Distributor Track<sup>SM</sup>](#) service. Distributor Track aggregates actual distributor sell-through data to enable sharp insight into channel sales and pricing trends with the ability to drill down into specific product subcategories, including detailed attributes based on specific areas of interest. To be eligible for a Rising Star award, vendors are required to have sold corresponding products through IT distributors for a minimum of one year.

**About Planar**

Planar Systems, Inc. is a global leader of specialty display technology providing hardware and software solutions for the world's most demanding environments. Hospitals, space and military programs, utility and transportation hubs, shopping centers, banks, government agencies, businesses, and home theater enthusiasts all depend on Planar to provide superior performance when image experience is of the highest importance. Founded in 1983, Planar is headquartered in Oregon, USA, with offices, manufacturing partners, and customers worldwide. For more information, visit [www.planar.com](http://www.planar.com).

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