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TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 1070)

APPOINTMENT OF CHIEF EXECUTIVE OFFICER AND EXECUTIVE DIRECTOR

Mr. Leong Yue Wing has been appointed as chief executive officer and executive director of the Company with effect from 1 October 2007.

The board (the "Board") of directors of TCL Multimedia Technology Holdings Limited (the "Company, together with its subsidiaries the "Group") is pleased to announce that Mr. Leong Yue Wing has been appointed as the chief executive officer ("CEO") and executive director of the Company with effect from 1 October 2007, to be responsible for the overall management of the Group including strategy, business development and operations.

Mr. Leong Yue Wing, aged 55, has worked at Royal Philips Electronics continuously for 28 years since 1978, and was most recently Executive Vice President – Philips Consumer Electronics before retiring in April 2007. He has extensive business management experience and has thoroughly involved in the production and sales process flow of audio-visual and consumer electronics products. He also has exposure in the PRC, regional (Asia Pacific) as well as global (Asia Pacific, Europe, Latin America and North America) business management. Mr. Leong obtained a Bachelor's degree in Mechanical Engineering and a MBA from the University of Singapore (currently National University of Singapore).

The Company has entered into a service contract with Mr. Leong for a term of 2 years, which can be extended for one additional year by mutual agreement. Pursuant to this service contract, the emolument of Mr. Leong is US\$1,000,025 (equivalent to approximately HK\$7,800,195) per annum. Mr. Leong is entitled to receive a variable bonus which will be determined by reference to the performance bonus guidelines determined from time to time by the Company and approved by the Board. He is also entitled to participate in the Company's share option scheme. The amount of Mr. Leong's emoluments has been determined by the Board based on the adopted remuneration policy of the Company, with reference to Mr. Leong's qualifications and experience, responsibilities, contribution to the Group, and the prevailing market conditions.

Save as disclosed herein, Mr. Leong does not at present, and in the past three years did not, hold any directorship in any listed public company, does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance, does not have any relationships with any other directors, senior management or any substantial or controlling shareholders of the Company ("Shareholders"), and there is no information which is discloseable nor is/was Mr. Leong involved in any of the matters required to be disclosed pursuant to any of the requirements of the provisions under paragraphs 13.51(2)(h) to 13.51(2)(v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("Listing Rules"), and the Board is not aware of any other matters which need to be brought to the attention of the Shareholders.

Upon Mr. Leong's appointment becoming effective, Mr. Li Dongsheng, the chairman of the Company, will no longer be the managing director of the Company, but will remain as the chairman of the Board.

The Board is of the view that Mr. Leong's extensive experience and global exposure in the electronics industry make him an excellent candidate for the role of CEO. The Board believes that he brings valuable contributions and is well placed to lead the Group to success in developing the international market. Additionally, with the appointment of Mr. Leong as CEO, the roles of chairman and CEO of the Company will be assumed by different individuals, which is in line with corporate governance practices stipulated in the Listing Rules and conducive to more effective management and operation of the Group.

The Board takes this opportunity to welcome Mr. Leong to join the Group.

On behalf of the Board
Li Dongsheng
Chairman

Hong Kong, 17 September 2007

For the purpose of this announcement, unless otherwise indicated, the exchange rate of HK\$7.80 = US\$1.00 has been used, where applicable, for purpose of illustration only and does not constitute a representation that any amount has been, could have been or may be exchanged at such a rate or at any other rates.

As at the date of this announcement, the Board comprises Li Dongsheng, Lu Zhongli, Wang Kangping, Shi Wanwen and Yuan Bing as executive directors, Albert Thomas da Rosa, Junior as non-executive director and Tang Guliang, Robert Maarten Westerhof and Wu Shihong as independent non-executive directors.

Please also refer to the published version of this announcement in South China Morning Post - Classified.