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TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED

TCL 多媒體科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01070)

RE-DESIGNATION OF DIRECTOR

Further to the announcement of TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) dated 22 March 2010, the Company would like to set out in this announcement more particulars of the re-designated directors:

Huang Xubin

Mr. Huang Xubin (“Mr. Huang”), aged 44, joined the Group in March 2001 and served as an officer and general manager of the Financial Settlement Centre of TCL Corporation. He became the chief economist of TCL Corporation in June 2004, director and general manager of TCL Finance Co. Ltd. in October 2006 and has been a member of the executive committee of TCL Corporation since July 2007. Before joining the Group, Mr. Huang served as the head of credit department of China Construction Bank, Guangdong Branch and the senior manager of the representative office of China Cinda Asset Management Corporation in Guangzhou. Mr. Huang graduated from Hunan College of Finance and Economics and obtained a Master’s degree in Economy at Research Institute for Fiscal Science, Ministry of Finance, the People’s Republic of China.

As at the date of this announcement, Mr. Huang has:

- (a) options to subscribe for 295,229 shares in the Company; and
- (b) options to subscribe for 535,841 shares in TCL Communication Technology Holdings Limited, an associated corporation of the Company, within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (“SFO”).

Save as disclosed above, Mr. Huang does not have any interest in the shares of the Company within the meaning of Part XV of the SFO and does not have any relationship with any other directors, senior management or any substantial or controlling shareholders of the Company.

Leong Yue Wing

Mr. Leong Yue Wing (“Mr. Leong”), aged 57, has a Bachelor’s degree in Mechanical Engineering and an MBA from the University of Singapore (currently National University of Singapore). Mr. Leong had been associated with Royal Philips Electronics for 28 years since 1978. Mr. Leong retired from the position of Executive Vice President – Philips Consumer Electronics in April 2007. Mr. Leong has extensive management experience in the production and sales of audio-visual and consumer electronics products, and has been actively involved in business development in the PRC, Asia Pacific region, Latin American, North American and European markets.

As at the date of this announcement, Mr. Leong has:

- (a) 1,164,671 shares in the Company; and
- (b) options to subscribe for 1,245,572 shares in the Company.

Save as disclosed above, Mr. Leong does not have any interest in the shares of the Company within the meaning of Part XV of the SFO and does not have any relationship with any other directors, senior management or any substantial or controlling shareholders of the Company.

There is no service contract entered into between the Company and each of Mr. Huang and Mr. Leong. Each of Mr. Huang and Mr. Leong will hold office until the forthcoming annual general meeting of the Company and is eligible for re-election at the forthcoming annual general meeting. If re-elected, each of them will hold office until the conclusion of the next annual general meeting of the Company to be held in 2011. The ordinary remuneration to be received by Mr. Huang and Mr. Leong will be HK\$120,000 and HK\$150,000 per annum respectively and shall be subject to review by the remuneration committee of the Company, with reference to their duties and responsibilities with the Company and the market rate for the positions.

There is no information which is discloseable nor is/was each of Mr. Huang and 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, and the Board is not aware of any other matters which need to be brought to the attention of the shareholders of the Company.

On behalf of the Board

Li Dongsheng

Chairman

Hong Kong, 23 March 2010

As at the date of this announcement, the Board comprises Li Dongsheng, Yu Guanghui, Leong Yue Wing, Shi Wanwen, and Xu Fang as executive directors, Huang Xubin and Albert Thomas da Rosa, Junior as non-executive directors and Tang Guliang, Robert Maarten Westerhof and Wu Shihong as independent non-executive directors.