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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)

CHANGES OF DIRECTORSHIP AND IMPORTANT EXECUTIVE POSITIONS

The Board of the Company announces the following:

- (1) Mr. Zhao Zhongyao has been appointed as an executive director and the chief executive officer of the Company and a member of the executive committee of the Board, all effective from 10 September 2010;
- (2) Mr. Yu Guanghui has tendered his resignation as the chief executive officer of the Company and such resignation will be effective from 10 September 2010. His other posts in the Group remain the same (including being an executive director of the Company and a member of the executive committee of the Board);
- (3) Mr. Shi Wanwen has tendered his resignation as an executive director of the Company and such resignation will be effective from 10 September 2010; and
- (4) Mr. Bo Lianming has ceased to be the vice chairman of the Board but has been appointed as a member of the executive committee of the Board effective from the date hereof. He also remains as an executive director of the Company.

CHANGES OF DIRECTORSHIP AND IMPORTANT EXECUTIVE POSITIONS

The board (the "Board") of directors of TCL Multimedia Technology Holdings Limited (the "Company", together with its subsidiaries, the "Group") announces the following changes of directorship and important executive positions.

Appointment of Director and Chief Executive Officer

Mr. Zhao Zhongyao ("Mr. Zhao") has been appointed as an executive director and the chief executive officer of the Company and a member of the executive committee of the Board, all effective from 10 September 2010. His appointment of directorship will be expired at the close of the next general meeting of the Company.

Mr. Zhao, aged 47, had been with the Group since December 1991 and was previously a director of the Company from the period of 18 May 2004 to 8 June 2006. He is currently an executive director of TCL Corporation, the shares of which are listed on the Shenzhen Stock Exchange. He also currently holds the position of the chairman of the board of directors and chief executive officer of Huizhou Teche Corporation and the chief executive officer of Huizhou TCL Household Appliance Group Co. Ltd.

He has over 18 years experience in sales and marketing and management of consumer electronics business. Mr. Zhao graduated with a bachelor's and a master's degrees in Automatic Control – Electrical Engineering from Northwestern Polytechnic University of PRC in 1987 and a master's degree in the business administration from Massachusetts Institute of Technology in 2007. Save as disclosed herein, Mr. Zhao does not at present, and did not in the past three years, hold any directorship in any listed public company. After being the chief executive officer of the Company, he will devote most of his time in the business of the Group.

The Board believes that Mr. Zhao's extensive experience in sales, marketing and management of consumer electronics business, his in-depth understanding of the Group's operations, his management skills and international outlook and his board-network of relationships in the PRC would enhance the Group's competitiveness in this challenging time.

There is no service contract for his directorship in the Company and his directorship is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with the Articles of Association of the Company. His remuneration will be determined by the remuneration committee of the Company soon and the Company shall make a further announcement in this regard.

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

- (a) options to subscribe for 288,357 shares in the Company;
- (b) options to subscribe for 625,899 shares in TCL Communication Technology Holdings Limited; and
- (c) 2,761,652 shares in TCL Corporation.

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

There is no information which is discloseable nor is/was he 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. The Board would like to take this opportunity to welcome Mr. Zhao to join the Board.

Resignation of Director and Chief Executive Officer

To take responsibility for the unsatisfactory performance of the Group under his leadership, Mr. Yu Guanghui has tendered his resignation as the chief executive officer of the Company and such resignation will be effective from 10 September 2010. His other posts in the Group remain the same (including being an executive director of the Company and a member of the executive committee of the Board).

Resignation of Director

Mr. Shi Wanwen (“Mr. Shi”) has tendered his resignation as an executive director of the Company. The Board has accepted his resignation and such resignation will be effective from 10 September 2010.

Mr. Shi has confirmed that he has no disagreement with the Board and there are no matters that need to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited in relation to his resignation.

The Board would like to take this opportunity to thank Mr. Shi for his contributions to the Group during his tenure of services with the Company.

Cessation of being Vice Chairman of the Board

Mr. Bo Lianming has ceased to be the vice chairman of the Board but has been appointed as a member of the executive committee of the Board effective from the date hereof. He also remains as an executive director of the Company.

On behalf of the Board

LI Dongsheng
Chairman

Hong Kong, 26 August 2010

As at the date of this announcement, the Board comprises LI Dongsheng, BO Lianming, YU Guanghui, SHI Wanwen and XU Fang as executive directors, Albert Thomas DA ROSA, Junior, HUANG Xubin and LEONG Yue Wing as non-executive directors and TANG Guliang, Robert Maarten WESTERHOF and WU Shihong as independent non-executive directors.