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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a loss for the three months and nine months ended 30 September 2010 as compared to a profit for the three months and nine months ended 30 September 2009.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

This announcement is made by TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a loss for the three months and nine months ended 30 September 2010 as compared to a profit for the three months and nine months ended 30 September 2009. The loss is expected to be mainly due to (a) the sales not meeting the target; (b) reduction of the gross profit margin arising from keen market competition and stock clearance in the PRC and European markets; (c) the restructuring costs of the Group.

As the Company is still in the process of finalizing the results of the Group for the three months and nine months ended 30 September 2010, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the management accounts of the Group and on the information available for the time being, but not on any data or information audited or reviewed by the auditor of the Company. The unaudited consolidated results of the Group for the three months and nine months ended 30 September 2010 are expected to be announced by the Company on 29 October 2010.

The Company is a subsidiary of TCL Corporation, a joint stock company established under the laws of the PRC, the shares of which are listed on the Shenzhen Stock Exchange. The purpose of this announcement also serves to disclose simultaneously the information required to be disclosed by TCL Corporation which may have disclosed certain financial information of the Company.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

On behalf of the Board
LI Dongsheng
Chairman

Hong Kong, 22 October 2010

As at the date of this announcement, the Board comprises LI Dongsheng, BO Lianming, ZHAO Zhongyao, YU Guanghui 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.