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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)

POSITIVE PROFIT ALERT

This announcement is made 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 turnaround to profit for the six months ended 30 June 2011 as compared to the loss for the six months ended 30 June 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 is to disclose simultaneously the information required to be disclosed by TCL Corporation which may have disclosed certain financial information of the Company.

Shareholders of and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 13.09 (1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board ("the Board") of directors of TCL Multimedia Technology Holdings Limited (the "Company" and together with its subsidiaries, the "Group") wishes to inform the shareholders of the Company and potential investors that, based on preliminary review of the unaudited consolidated management accounts of the Group, the Group is expected to turnaround to profit for the six months ended 30 June 2011 as compared to the loss for the six months ended 30 June 2010.

The Company is still in the process of finalizing its interim results for the six months ended 30 June 2011. The information contained in this announcement is only based on the Company's preliminary review of the unaudited consolidated management accounts of the Group, which have not been reviewed or confirmed by the Company's auditors or audit committee.

The unaudited consolidated results of the Group for the three months and six months ended 30 June 2011 are expected to be announced by the Company in August 2011.

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On behalf of the Board
Li Dongsheng
Chairman

Hong Kong, 7 July 2011

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 and HUANG Xubin as non-executive directors and TANG Guliang, Robert Maarten WESTERHOF, WU Shihong and TSENG Shieng-chang Carter as independent non-executive directors.