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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 by the Company pursuant to Rule 13.09 (1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that, based on preliminary review of the unaudited management accounts of the Group, the Group is expected to record a much higher profit for the three months ended 31 March 2012 as compared to the corresponding period in 2011. The expected profit was mainly attributable to (i) significant increase in sales volume of LCD TV and continuous improvement on the product mix of the Group and (ii) an one-off gain on the acquisition of 100% equity interest in TCL Optoelectronics Technology (Huizhou) Co., Ltd. (TCL光電科技(惠州)有限公司), and its 60% owned-subsiary, Huizhou TCL Coretronics Co., Ltd. (惠州TCL臻宇光電有限公司) The closing of the Acquisition took place on 18 January 2012.

Shareholders 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 of directors of the Company (“the Board”) wishes to inform the shareholders of the Company and potential investors that, based on preliminary review of the unaudited management accounts of the Group, the Group is expected to record a much higher profit for the three months ended 31 March 2012 as compared to the corresponding period in 2011. The expected profit was mainly attributable to (i) significant increase in sales volume of LCD TV and continuous improvement on the product mix of the Group and (ii) an one-off gain on the acquisition (the “Acquisition”) of 100% equity interest in TCL Optoelectronics Technology (Huizhou) Co., Ltd. (TCL光電科技(惠州)有限公司) and its 60% owned-subsiary, Huizhou TCL Coretronics Co., Ltd. (惠州TCL臻宇光電有限公司). The closing of the Acquisition took place on 18 January 2012.

The Company is still in the process of finalizing its quarterly results for the three months ended 31 March 2012. 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 ended 31 March 2012 are expected to be announced by the Company on 26 April 2012.

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

On behalf of the Board

Li Dongsheng

Chairman

Hong Kong, 12 April 2012

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.