

TCL Multimedia's LCD TV Sales Continued to Grow as Chinese New Year Peak Season Boosted Demand

Dear Sir/Madam,

TCL Multimedia Technology Holdings Limited ("The Group"; HKSE: 01070) today announced its monthly TV and AV products shipment volume for January 2010.

The Group's LCD TV sales for January 2010 was 1.07 million units, increased 92.4% compared to January 2009 and grew at a much higher rate than the market average. TV sales in both the PRC market and Overseas Markets continued to record strong results. LCD TV sales in the PRC reached approx. 760,000 units. The rapid growth was mainly attributable to the market transition from CRT TV to LCD TV and the Chinese New Year peak season. LCD TV sales in the Overseas Markets achieved approx. 310,000 units. In particular, the demand for LCD TV in the Emerging Market has significantly increased. LCD TV shipments in that region soared by 347.9% year-on-year. LCD TV shipments in the European market and North American Market also jumped 214.9% and 113.4% respectively amidst the economy was recovering.

In January, AV product shipments of the Group maintained its stable growth and increased 24.3% year-on-year to 1.16 million units.

January 2010 (Pre-audited Data)

<i>(Unit: Pcs)</i>	Jan 2010	Jan 2009	YoY Change (%)
LCD TV	1,073,393	557,984	92.4%
CRT TV	733,176	557,343	31.5%
Total TV Shipments	1,806,569	1,115,327	62.0%
AV Products	1,155,100	929,500	24.3%

Sincerely,

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