

(For immediate release)

## TCL Multimedia Records Outstanding TV Sales in Emerging Markets Both the PRC and Overseas Markets Achieve Solid Growth

(10 Mar 2010, Hong Kong) TCL Multimedia Technology Holdings Limited (“The Group”; HKSE: 01070) today announced monthly sales volumes of its TV and AV products for February 2010.

Although the month after Chinese New Year is traditionally slow for TV sales, the Group still achieved solid growth in LCD TV sales in February. Total LCD TV sales volume increased by 61.5% YoY to 447,297 sets in February and by 82.9% to 1,526,946 sets for the first two months of the year. Total TV sales volume for February reached 853,836 sets, up 55.5% YoY.

LCD TV sales in both domestic and overseas markets maintained stable growth in February. LCD TV sales volume in PRC Markets soared by 60.7% YoY while the Overseas Markets climbed 62.1% YoY. Sales performance in the Emerging Markets was particularly encouraging, with sales volumes of LCD and CRT TVs surging by 316.7% and 177.7% YoY, respectively. This was mainly attributable to the Group’s solid market leadership in CRT TV in these regions and its successful business transition from CRT TVs to LCD TVs. LCD TV sales volume in the European Markets and North American Markets increased by 124.3% and 82.5% YoY respectively.

Moreover, the Group’s AV products sales volume for February continued to grow at a healthy pace, advancing by 2.3% YoY to 773,900 sets.

### February 2010 (Pre-audited Data)

	Feb 2010	Feb 2009	YoY Change (%)	Jan-Feb 2010	Jan-Feb 2009	YoY Change (%)
LCD TV	447,297	277,048	61.5%	1,526,946	835,032	82.9%
CRT TV	406,539	272,211	49.3%	1,141,138	829,554	37.6%
Total TV Shipments	853,836	549,259	55.5%	2,668,084	1,664,586	60.3%
AV Products	773,900	756,430	2.3%	1,918,134	1,685,930	13.8%

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**About TCL Multimedia**

TCL Multimedia Technology Holdings Limited is one of the largest TV manufacturers globally and its products are sold all over the world. Headquartered in China, TCL Multimedia operates its manufacturing plants and R&D centres across all major continents. The Group's largest shareholder is TCL Corporation.

**For investor and media enquiries:**

PRChina

Jane Liu

Tel: 852-2522 1838

Email: [jliu@prchina.com.hk](mailto:jliu@prchina.com.hk)

PRChina

Henry Chik

Tel: 852-2522 1368

Email: [hchik@prchina.com.hk](mailto:hchik@prchina.com.hk)