

(For immediate release)

## Outstanding Performance in the PRC Markets and Emerging Markets Drive Healthy Growth of TCL Multimedia's Business

(12 April 2010, Hong Kong) TCL Multimedia Technology Holdings Limited (the "Group"; HKSE: 01070) today announced its sales volumes of TV and AV products for March and the first quarter of 2010.

The Group sold a total of 1,927,224 units of LCD TV in the first quarter of this year, a substantial increase of 60.8% from the corresponding period of last year. March was a low season for TV sales, the Group achieved LCD TV sales of 401,318 units in this month, an increase of 10.9% from a year ago. Its LCD TV sales in Overseas Markets soared by 27.1% Year-on-Year in March on the back of strong sales performance in the European Markets and the Emerging Markets. LCD TV sales in the European Markets and the Emerging Markets jumped by 112.6% and 244.9% respectively as the Group captured the opportunities brought about by "The World Cup" fervour to bring in new customers through enhanced marketing efforts. In the PRC Market, the Group's LCD TV sales from January to March increased 56.2% as compared to the same period of last year.

Sales volume of the Group's AV Products in the first quarter of this year was 3,320,514 units, representing a slight decrease of 1.8% from the same period of last year.

### March 2010 (Pre-audited Data)

	Mar 2010	Mar 2009	YoY Change (%)	Jan- Mar 2010	Jan- Mar 2009	YoY Change (%)
LCD TV	401,318	361,746	10.9%	1,927,224	1,198,707	60.8%
CRT TV	470,200	388,946	20.9%	1,611,647	1,222,193	31.9%
Total TV Shipments	871,518	750,692	16.1%	3,538,871	2,420,900	46.2%
AV Products	1,363,570	1,655,316	-17.6%	3,320,514	3,381,039	-1.8%

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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.

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