

(For immediate release)

TCL Multimedia LCD TV Sales Volume in April Reached 561,486 Sets

(11 May 2010, Hong Kong) TCL Multimedia Technology Holdings Limited (the “Group”; HKSE: 01070) today announced its sales volumes of TV and AV products for April and the first four months in 2010.

For the first four months of 2010, the Group’s LCD TV sales volume reached 2,488,595 sets, a growth of 38.6% over the same period last year. LCD TV sales volume in April decreased 5.8% Year-on-Year to 561,486 sets mainly due to sales in the PRC Market did not meet the Group’s target and the significant decrease in Strategic OEM business. As the market growth was below expectation, the Group’s LCD TV sales volume in the PRC Market only recorded a growth of 8.3% Year-on-Year in April. As “The World Cup” will kick off soon, the Group seized the opportunity to achieve satisfactory sales performance in both of the European Markets and the Emerging Markets. Its LCD sales volume in the Emerging Markets soared by 260.0% and 318.0% Year-on-Year respectively in April and the first four months of this year. Meanwhile, LCD TV sales volume in the European Markets surged by 240.0% Year-on-Year in April and increased by 166.4% Year-on-Year in the first four months of this year.

Sales volume of the Group’s AV Products in the first four months decreased 4.4% to 5,131,432 units.

April 2010 (Pre-audited Data)

	Apr 2010	Apr 2009	YoY Change (%)	Jan- Apr 2010	Jan- Apr 2009	YoY Change (%)
LCD TV	561,486	596,275	-5.8%	2,488,595	1,794,982	38.6%
CRT TV	454,089	429,987	5.6%	2,064,151	1,652,180	24.9%
Total TV Shipments	1,015,575	1,026,262	-1.0%	4,552,746	3,447,162	32.1%
AV Products	1,795,250	1,985,145	-9.6%	5,131,432	5,366,184	-4.4%

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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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