

(For immediate release)

TCL Multimedia's high-end and large screen size TV products are set to benefit from the extension of Home Appliances Replacement Scheme into other 19 provinces and cities

(4 June 2010, Hong Kong) TCL Multimedia Technology Holdings Limited ("TCL Multimedia" or the "Company", together with its subsidiaries referred to as the "Group"; Stock code: 01070) said that the Group's TV sales will be boosted by the Chinese government's decision announced yesterday that the "Home Appliances Replacement Scheme" was extended to other 19 provinces and cities.

Ministry of Commerce, Ministry of Finance and Ministry of Environmental Protection of the PRC today jointly convened a working meeting on the "Home Appliances Replacement Scheme". It was announced at the meeting that upon approval from the State Council, the "Home Appliances Replacement Scheme" was extended to other 19 provinces and cities effective from 1 June 2010. They include Hebei, Shanxi, Liaoning, Dalian, Jilin, Heilongjiang, Anhui, Fujian, Xiamen, Jiangxi, Henan, Hubei, Hunan, Chongqing, Sichuan, Guizhou, Shaanxi, Gansu and Qinghai. The measure is temporarily scheduled to last till 31 December 2011.

The Chinese government launched the "Home Appliances Replacement Scheme" last year. The pilot scheme ran from 1 June 2009 to 31 May 2010 in 9 provinces and cities including Beijing, Tianjin, Shanghai, Fuzhou, Changsha, Jiangsu, Zhejiang, Shandong and Guangdong. Local residents of these provinces and cities would receive subsidies if they replaced used television sets, refrigerators, washing machines, air-conditioners and computers with new ones. The subsidies received were about 10% of the sales prices. A total of 14.093 million units of the five home appliances mentioned above were sold in these provinces and cities and total sales generated were RMB 53.98 billion. Customers from 14 million households received subsidies of more than RMB 5 billion. This policy played a significant role in reviving domestic demand and promoting stable economic growth and the development of domestic home appliance industry.

Mr. Li Dongsheng, Chairman of TCL Multimedia, commented, "The 'Household Appliances Subsidy Scheme' is aimed at rural markets and has significantly boosted the home appliances industry since its implementation. Meanwhile, the 'Home Appliances Replacement Scheme' effectively propelled the sales growth of home appliances in the PRC's first and second-tier cities. As urban residents have stronger purchasing power and prefer acquiring high-end and large screen size TV products, this policy helps stimulate the growth of TV industry and accelerate the TV replacement cycle. Expo 2010 Shanghai opened in May and a vast number of pavilions used LED TVs for their exhibitions. The World Cup South Africa held in June will be the first world cup broadcast in 3D. TCL is an official partner of the 2010 Guangzhou Asian Games. We expect these events will stimulate the demand for high-end TVs.

As a leading TV manufacturer in the PRC, the Group strives to seize this opportunities arising from the extension of the ‘Home Appliances Replacement Scheme’ to further expand its business. We will actively promote our high-end products including Internet TV, LED TV and 3D Internet TV through our extensive nation-wide distribution network together with effective marketing efforts launched during the aforementioned events.”

TCL Multimedia offers a full range of TV products that range from traditional CRT TVs to the latest Internet LED TVs and 3D internet TVs, with screen sizes ranging from small to large. These products address the varied needs of customers in different markets and from different niches. Since the introduction of the “Home Appliances Replacement Scheme” last year, the Group has achieved TV sales volume of 561,000 units and turnover of approximately RMB2.16 billion attributable to the scheme. It is expected that the Group’s TV sales will be further improved if the scheme is expanded to other provinces and cities.

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About TCL Multimedia

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

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