



TCL Multimedia LCD TV Records Double Digit Sales Growth in First Half of 2010

(July 16, 2010, Hong Kong) - TCL Multimedia Technology Holdings Limited ("TCL Multimedia" or "the Group", HKSE stock code: 1070) announced its sales volume for TV and AV products in June and the first six months of 2010.

TCL Multimedia's LCD TV sales reached a total of 3,253,821 units in the first six months of 2010, up 11.1% from the same period of last year. The Group took the opportunity of the growing demand for LCD TVs in emerging markets and saw its sales volume in this region surge 291.8% from January to June 2010. Concurrently, the China market also recorded sales of more than 200 million units of LCD TVs during the first half of 2010, a 29.2% Year-on-Year sales increase.

In June, the Group continued to allocate more resources to the development of its own branded products, and therefore the contribution of the Strategic OEM business to the Group's overall business declined further. The Group has also stopped selling RCA-branded TVs in North America since the second quarter. As a result, the overall sales of LCD TVs dropped by 41.4% Year-on-Year to 360,542 units in June. Excluding sales volume in North America and in the Strategic OEM business, the Group's LCD TV sales volume actually increased 16.9% in June over the previous year. The growth of the Group's own branded products is conducive to the Group's long-term development and interest.

In the first six months of 2010, the Group recorded AV product sales of 7,770,473 units, down 13.9% from the same period of last year.

Looking ahead to the second half of 2010, TCL Multimedia's joint venture with Taiwan's AU Optronics Corp plans to launch a new production line of LED backlight modules in the third quarter, which will largely enhance the Group's advantage in LED TV products. Meanwhile, the Group has also started mass production in its integrated LCD TV assembly plant in Huizhou. This will further reduce manufacturing costs and achieve greater economies of scale. In addition, the Group's parent company, TCL Corporation, is expected to launch its 8.5 generation LCD panel line in the third quarter of 2011 which will provide TCL Multimedia with a strategic support for LCD panels supply. In light of the above developments, the Group's core competitive advantage will be gradually reflected in the near future.



2010 June (Unaudited Sales)

	2010 Jun	2009 Jun	Change (%)	2010 Jan-Jun	2009 Jan-Jun	Change (%)
LCD TV	360,542	615,517	-41.4%	3,253,821	2,929,870	11.1%
CRT TV	396,410	342,209	15.8%	2,836,004	2,305,400	23.0%
Total TV sales	756,952	957,726	-21.0%	6,089,825	5,235,270	16.3%
AV Products	1,398,459	1,980,201	-29.4%	7,770,473	9,029,474	-13.9%

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About TCL Multimedia

TCL Multimedia Technology Holdings Limited is one of the world's leading manufacturers of televisions and other multimedia electronics. TCL Multimedia is headquartered in China, with a number of production facilities and R&D departments around the world. The Group's largest shareholder is TCL Corporation Limited.

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