

(For Immediate Release)

TCL Multimedia reported LCD TV sales of 429,252 units in July Focus moves to LED backlight LCD TVs in the second half of 2010

(August 12, 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 July and the first seven months of 2010.

TCL Multimedia’s LCD TV sales increased 2.5% from the same period last year to 3,683,068 units in the first seven months of 2010. It recorded LCD TV sales of 429,252 units in July, down 35.3% from the same period last year. The decline was largely due to adjustments made in business operations in the North American Market and the Strategic OEM business. In the North American market, in order to align the sales strategy of promoting TCL branded products, the Group has ceased sales of RCA branded TVs since the second quarter, while the promotion of TCL branded products has just begun. As a result, the LCD TV sales volume decreased significantly in that market and is expected to remain low compared to the same period last year. In July, the contribution of the Strategic OEM business to the Group’s overall business further declined as the Group continued to allocate more resources to the development of its own branded products. In addition, the Group focused on adjusting its product mix and clearing its inventory of old models in the PRC Market. This led to the year-on-year decline in the LCD TV sales volume in the PRC Market in July. Nevertheless, the Group still recorded a 22.0% growth in sales volume of LCD TV in the first seven months of 2010 compared to the same period last year. During this time, the Group actively seized the opportunity presented by the transition from CRT TV to LCD TV in Emerging Markets, and saw a 258.4% growth in sales volume within the region between January and July 2010.

In response to the TV market demand, the Group’s LED backlight LCD TV sales soared from 19,361 units in June to 41,831 units in July, and the contribution of the LED backlight LCD TV to the total LCD TV sales volume of the Group increased significantly from 5.4% in June to 9.7% in July. Although it still lags behind some other industry peers, it demonstrates that the Group’s product mix change has made good progress.

In the first seven months of 2010, the Group recorded AV product sales of 8,957,789 units, down 20.2% from the same period of last year.

In the second half, the Group will focus on exploiting the LED backlight LCD TV market and continue to increase the weight of LED backlight LCD TV in its product mix to seize market share, particularly in the PRC Market and Emerging Markets. The Group’s joint venture with Taiwan’s AU Optronics Corporation started mass production of LED backlight modules in August of this year, with an annual capacity of more than 3.6 million units. This joint venture will ensure a steady supply of key components for the Group’s LED backlight LCD TVs in the second half of 2010.

Note: Starting from July, the Group will disclose monthly sales volume of its LED backlight LCD TV
(LCD TV mainly refers to CCFL LCD TV and LED backlight LCD TV)

2010 July (Unaudited Sales)

	2010 July	2009 July	Change (%)	2010 Jan-July	2009 Jan-July	Change (%)
LCD TV	429,252	663,302	-35.3%	3,683,068	3,593,172	2.5%
of which LED backlight TV	41,831	Nil	N/A	96,774	Nil	N/A
CRT TV	400,290	508,832	-21.3%	3,236,292	2,814,232	15.0%
Total TV Sales	829,542	1,172,134	-29.2%	6,919,360	6,407,404	8.0%
AV Products Sales	1,205,570	2,204,730	-45.3%	8,957,789	11,222,720	-20.2%

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About TCL Multimedia

TCL Multimedia Technology Holdings Limited is one of the world's leading TV manufacturers, with product sales in all major markets around the world. TCL Multimedia is headquartered in China, with a numbers of production facilities and R&D centres distributed across all the major continents. The Group's largest shareholder is TCL Corporation Limited.

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