

For immediate release

TCL Multimedia Reported LCD TV Sales of 521,718 Units in August Of which the weight of LED backlight LCD TV sales increased to 10.8%

(September 13, 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 the month of August and the first eight months of 2010.

TCL Multimedia’s LCD TV sales volume decreased in August and the first eight months of 2010 by 35.4% and 4.6%, respectively, compared to the same period last year, largely due to the sales decline in its North American Markets, European Markets and Strategic OEM business. The North American Markets sales remained low in August as expected, due to the Group’s brand strategy adjustment. In the European Markets, the Group’s sales of TVs declined under the unsteady economic recovery. The Group’s Strategic OEM business also was in transition of its customer base. Nevertheless, the Group continued to benefit from the transition of CRT TVs to LCD TVs in the Emerging Markets, and sales growth in those markets maintained a good momentum; LCD TV sales volume increased 138.2% YOY in August and 235.1% YOY for the first eight months this year. Meanwhile, the Group continued to adjust its product mix while clearing its inventory in the PRC Market. LCD TV sales volume in the PRC Market fell slightly to 397,498 units in August, down 1.7% from the same period last year; LCD TV sales volume in the first eight months of this year, however, saw a growth of 17.6% to 2,756,623 units compared to the same period last year.

The Group continued to actively expand its LED backlight LCD TV business. LED backlight LCD TV sales volume in August reached 56,181 units, accounting for 10.8% of total LCD TV sales volume, up from 9.7% recorded in July. The Group will continue to increase the proportion of LED backlight LCD TV products in its overall product mix and will strengthen its efforts to solidify its leading position in the Internet TV industry.

In the first eight months of 2010, the Group’s AV product recorded a sales volume of 10,361,637 units, down 25.1% from the same period last year.

2010 August (Unaudited Sales)

	2010 August	2009 August	Change (%)	2010 Jan-Aug	2009 Jan-Aug	Change (%)
LCD TV	521,718	807,561	-35.4%	4,205,239	4,406,080	-4.6%
Of which LED backlight TV	56,181	-	Nil	153,411	-	Nil
CRT TV	523,590	563,395	-7.1%	3,760,098	3,362,618	11.8%
Total TV Sales	1,045,308	1,370,956	-23.8%	7,965,337	7,768,698	2.5%
AV Product Sales	1,449,249	2,600,450	-44.3%	10,361,637	13,833,510	-25.1%

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 number 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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