



For Immediate Release

**TCL Multimedia reports LCD TV sales of 983,384 units in September
Of which the weight of LED Backlight LCD TV sales increased to 18.9%**

(October 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 September and the first nine months of 2010.

TCL Multimedia’s LCD TV sales volumes for the month of September and the first nine months of this year decreased by 12.4% and 6.1%, respectively. Up to this month the Group has successfully cleared most of its inventory of old models and achieved a significant rebound in sales in the PRC market. After recording YOY decline in LCD TV sales volume in both July and August, LCD TV sales volume reached 745,730 units in September, up 16.5% from the same period last year and 87.6% since the end of August 2010. LCD TV sales volume for the first nine months of 2010 in the PRC Market reached 3,502,405 units, up 17.4% YOY. In addition, the Group’s sales volume in Emerging Markets continued to improve, showing a 241.0% YOY growth in sales within the region in the first nine months of this year and a 248.6% YOY increase in September alone. TV sales volume in North American and European markets, as well as its Strategic OEM business, remained low as expected.

Since the second half of this year, the Group’s sales volume of LED backlight LCD TVs in proportion to its total LCD TV sales volume continued to increase rapidly. In July and August, LED backlight LCD TVs accounted for 9.7% and 10.8%, respectively, of the Group’s total LCD TV sales volume. In September, that number increased to 18.9%, with LED backlight LCD TV sales volume reaching 185,916 units. It is expected that LED backlight LCD TVs will become a mainstream product category in the market. In response to the trend, the Group will therefore shape its product development strategy and will work to further increase the proportion of LED backlight LCD TVs in the Group’s overall TV product mix.

In the first nine months of 2010, the Group recorded AV product sales of 12,058,509 units, down 27.7% from the same period last year.

2010 September (Unaudited Sales)

	2010 Sept	2009 Sept	Change (%)	2010 Jan-Sept	2009 Jan-Sept	Change (%)
LCD TV	983,384	1,122,886	-12.4%	5,190,855	5,527,089	-6.1%
Of which: LED backlight TV	185,916	-	N/A	339,327	-	N/A
CRT TV	615,142	692,172	-11.1%	4,375,150	4,079,791	7.2%



Total TV sales	1,598,526	1,815,058	-11.9%	9,566,005	9,606,880	-0.4%
AV Products	1,689,945	2,892,905	-41.6%	12,058,509	16,681,409	-27.7%

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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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