



For Immediate Release

TCL Multimedia reports LCD TV sales of 605,024 sets in October

(November 10 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 October and the first ten months of 2010.

TCL Multimedia’s LCD TV sales volume for the month of October and the first ten months of this year decreased by 19.6% and 7.8%, respectively. Due to seasonal factors, LCD TV sales volume in the PRC Market decreased for the month of October by 18% YoY; however, total LCD TV sales volume for the first ten months of 2010 reached 3,850,412 sets in the region, up 13% from the same period last year. The Group’s sales volume in Emerging Markets continued its high growth momentum. It saw a 234.4% YoY growth in sales volume in the first ten months of this year and a 243.3% YoY increase in October alone. LCD TV sales volume in European Markets also saw improvements, increasing by 45.6% YoY in October and 50% YoY in the first ten months of 2010 respectively. Strategic OEM business sales volume started to pick up in October following the Group’s adjustment of its strategic OEM customer structure and the cooperation with Toshiba. In North American Markets, TV sales volume remained low as expected in October.

In October, LED backlight LCD TVs reached 92,534 sets, accounting for 15.3% of the Group’s total LCD TV sales volume.

In the first ten months of 2010, the Group recorded AV product sales of 13,636,312 sets, down 27.1% from the same period last year.

2010 October (Unaudited Sales)

	2010 Oct	2009 Oct	Change (%)	2010 Jan-Oct	2009 Jan-Oct	Change (%)
LCD TV	605,024	752,653	-19.6%	5,795,875	6,284,205	-7.8%
Of which: LED backlight TV	92,534	-	Nil	431,861	-	Nil
CRT TV	380,669	552,231	-31.1%	4,755,817	4,654,355	2.2%
Total TV sales	985,693	1,304,884	-24.5%	10,551,692	10,938,560	-3.5%
AV Products	1,565,027	1,959,820	-20.1%	13,636,312	18,694,790	-27.1%



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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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