



For Immediate Release

**TCL Multimedia reports LCD TV sales of 674,544 sets in November-  
proportion of LED backlight LCD TV sales surpassed 20% for the first time**

(December 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 November and the first 11 months of 2010.

TCL Multimedia’s total LCD TV sales volume for the month of November and the first 11 months of this year decreased by 21.8% and 9.4%, respectively, compared to the same period last year. Thanks to continuous introduction of new products and the Group’s promotion efforts for the Guangzhou 2010 Asian Games, LCD TV sales volume in the PRC Market reached 495,968 sets in November this year, up 9.4% from the same period last year; LCD TV sales volume for the first 11 months this year in the PRC Market increased 12.5% YoY to 4,346,339 sets. In addition, the Group’s sales volume in Emerging Markets continued its growth momentum, with significant growth in South America and the Middle East. Sales volume in Emerging Markets saw a 47.1% YoY growth in November, and a 207.9% YoY increase in the first 11 months of 2010, respectively. In European markets, LCD TV’s sales volume in November decreased by 26.9% from the same period last year, but saw an increase of 34.2% YoY in the first 11 months of 2010. In North American Markets, TV sales volume remained low as expected.

In November, the Group sold 135,605 sets of LED backlight LCD TVs. LED backlight LCD TV sales increased to 20.1% in proportion of the Group’s total LCD TV sales volume.

In the first 11 months of 2010, the Group recorded AV product sales of 14,934,070 sets, down 26.3% from the same period last year.

**2010 November ( Unaudited Sales )**

	2010 Nov	2009 Nov	Change (%)	2010 Jan-Nov	2009 Jan-Nov	Change (%)
<b>LCD TV</b>	674,655	862,338	-21.8%	6,474,236	7,148,813	-9.4%
Of which: LED backlight TV	135,605	-	Nil	569,643	-	Nil
<b>CRT TV</b>	334,464	705,173	-52.6%	5,087,727	5,362,340	-5.1%
<b>Total TV sales</b>	1,009,119	1,567,511	-35.6%	11,561,963	12,511,153	-7.6%



<b>AV Products</b>	<b>1,285,418</b>	<b>1,625,558</b>	<b>-20.9%</b>	<b>14,934,070</b>	<b>20,264,926</b>	<b>-26.3%</b>
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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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