

For Immediate Release

TCL Multimedia reports LCD TV sales of 7,464,765 sets in 2010

Proportion of LED backlight LCD TVs Sales accounts for 27.6% of December sales hitting a record high

(January 12 2011, Hong Kong) – TCL Multimedia Technology Holdings Limited (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) announced its sales volume for TV and AV products for the month of December and full year 2010.

TCL Multimedia’s total LCD TV sales volume for the month of December reached 990,497 sets, representing a decrease of 19.1% year-on-year. Total sales volume for the year reached 7,464,765 sets. Benefited by the growing PRC market as well as government policies such as the “Household Appliances Subsidy Scheme”, the sales in the PRC market saw slight growth, with December LCD TV sales volume up 1.2% year-on-year to 777,266 sets, while full-year sales rose 10.7% year-on-year to 5,123,637 sets. Proportion of sales of LED backlight LCD TVs amounted to 26.5% during the month, which is a record high of the year.

The LCD TV sales volume of overseas markets for the month of December and full year 2010 declined by 53.3% year-on-year and 37.5% year-on-year respectively, attributable to the Group’s adjustment of its brand strategies, the continual fall in North American sales and the restructuring of its strategic OEM customers. However, the growing demand in emerging markets and the Group’s effective sales and marketing strategies have driven the sales volume of LCD TVs up by 100.1% in December and up by 194.2% in 2010. The European market fell 25.6% year-on-year in December but grew 27.6% during the year. TCL Multimedia is dedicated to enhancing its product competitiveness and brand recognition through stepped-up sales efforts and to lowering cost by further integration of its business operation.

In December, the Group sold 273,661 sets of LED backlight LCD TVs, which amounted to a record high of 27.6% in proportion of the Group’s total LCD TV sales volume.

In 2010, the Group sold 15,892,503 sets of AV products, down 25.4% from last year.

2010 December (Unaudited sales volume)

	2010 Dec	2009 Dec	Change (%)	2010 Jan-Dec	2009 Jan-Dec	Change (%)
LCDTV	990,497	1,224,288	-19.1%	7,464,765	8,373,014	-10.8%
Of which: LED backlight TV	273,661	-	n/a	843,304	-	n/a
CRT TV	459,984	503,729	-8.7%	5,547,699	5,865,428	-5.4%
Total TV Sales	1,450,481	1,728,017	-16.1%	13,012,464	14,238,442	-8.6%
AV Products	958,433	1,065,177	-10.0%	15,892,503	21,291,327	-25.4%

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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.

Investor & Media Inquiries

For further enquiries, please contact Hill & Knowlton Asia Ltd:

Email: tclmultimedia@hillandknowlton.com.hk

Carol Mak

Tel: (852) 2894 6283 / 6126 5261

Adela Ma

Tel: (852) 2894 6323 / 9867 2521