

For Immediate Release

TCL Multimedia reports LCD TV sales of 1,172,089 sets in January 2011

LCD TV sales volume in the PRC market up 20.0% to 911,762 sets

(February 17 2011, Hong Kong) – **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia" or "the Group", HKSE stock code: 01070) announced today the sales volume of its TV and AV products in January 2011.

TCL Multimedia's total LCD TV sales volume for the month of January reached 1,172,089 sets, representing an increase of 9.2% year-on-year, which was mainly driven by strong demand for LCD TVs in the PRC and Emerging Markets. Boosted by the Chinese government's favourable policies, such as the "Home Appliances Replacement Scheme" and the "Household Appliances Subsidy Scheme", and driven by the Group's successful marketing strategy, sales of LCD TVs in the PRC grew 20.0% year-on-year to 911,762 sets.

LCD TV sales in overseas markets during the month of January were down 17.0% year-on-year. The decline was primarily attributable to a revamp in brand strategy, further sales declines in the North American Market and restructuring of its strategic OEM customers. However, thanks to a surge in demand for LCD TVs and the Group's effective sales and marketing strategies in Emerging Markets such as Latin America and Asia, sales in Emerging Markets were up 213.3% over the same period. Sales in Europe dropped 41.7% year-on-year in January. TCL Multimedia has made plans to further optimize its product mix to meet market demands while taking steps to enhance the competitiveness of products through more strengthened sales efforts.

In January, the Group sold 307,296 sets of LED backlight LCD TVs, which amounted to 26.2% in proportion of the Group's total LCD TV sales volume.

The Group sold 1,973,308 sets of AV products in January, representing an increase of 70.8% from the same period last year.

January 2011 (Unaudited sales volume)

	2011 Jan	2010 Jan	Change (%)
LCD TV	1,172,089	1,073,393	9.2%
Of which: LED backlight TV	307,296	-	Nil
CRT TV	568,449	733,176	-22.5%
Total TV Sales	1,740,538	1,806,569	-3.7%
AV Products	1,973,308	1,155,100	70.8%

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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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