

## TCL Multimedia reports LCD TV sales of 253,878 sets in February 2011

### Proportion of LED backlight LCD TVs up to 35.8%

(March 11 2011, Hong Kong) – TCL Multimedia Technology Holdings Limited (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) announced its sales volume of TV and AV products for the month of February.

Due to the traditionally low season for household appliances after the Chinese New Year, TCL Multimedia’s total LCD TV sales in February fell 43.2% Year-on-Year to 253,878 sets. Total LCD TV sales volume in the PRC Market decreased 38.4% Year-on-Year to 129,758 sets, however, the sales of LCD TVs in the first two months rose by 7.3% Year-on-Year in the PRC market.

LCD TV sales in overseas markets declined 47.6% Year-on-Year in February primarily as a result of a continuous weak in North American Market driven by an adjustment in the Group’s brand strategy, and restructuring of its strategic OEM customers. LCD TV sales in Emerging Markets were down 17.0% Year-on-Year. The Group will continue to strengthen its sales efforts, further optimizing its product mix to meet market demands, and enhance competitiveness of its products.

During the month, 90,980 sets of LED backlight LCD TVs were sold, boosting their mix in the Group’s total LCD TV sales to 35.8%.

In February, the Group sold 658,140 sets of AV products, down 15.0% from the same period of the previous year.

#### 2011 February (Unaudited sales volume)

	2011 Feb	2010 Feb	Change (%)	2011 Jan-Feb	2010 Jan-Feb	Change (%)
<b>LCDTV</b>	<b>253,878</b>	<b>447,297</b>	<b>-43.2%</b>	<b>1,425,967</b>	<b>1,520,690</b>	<b>-6.2%</b>
Of which: LED backlight TV	90,980	-	n/a	398,276	-	n/a
<b>CRT TV</b>	<b>198,062</b>	<b>406,539</b>	<b>-51.3%</b>	<b>766,511</b>	<b>1,139,715</b>	<b>-32.7%</b>
<b>Total TV Sales</b>	<b>451,940</b>	<b>853,836</b>	<b>-47.1%</b>	<b>2,192,478</b>	<b>2,660,405</b>	<b>-17.6%</b>
<b>AV Products</b>	<b>658,140</b>	<b>773,900</b>	<b>-15.0%</b>	<b>2,631,448</b>	<b>1,929,000</b>	<b>36.4%</b>

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### **About TCL Multimedia**

TCL Multimedia Technology Holdings Limited is one of the largest TV manufacturers globally and its products are sold all over the world. Headquartered in China, TCL Multimedia operates its manufacturing plants and R&D centres across all major continents. The Group's largest shareholder is TCL Corporation.

### **Investor & Media Inquiries**

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