

(For Immediate Release)

TCL Unveils the First Super Smart Internet TV in the World Leading the PRC's Smart TV Industry into a New Era

(March 23 2011, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to introduce the world’s first Super Smart Internet TV in Beijing today. TCL’s all new Super Smart Internet TV heralds in a new era of smart TV that is set to revolutionize not just the viewing experience at home, it will also bring people closer together with its intelligent, interactive and Internet-enabled technology.

TCL’s Super Smart Internet TV embodies six world’s first breakthroughs in design innovation:

1. World’s first Super Smart Internet TV that employs the advanced 3D UI technology on a large scale
2. World’s first Android platform Super Smart Internet TV in volume production
3. World’s first Windows-based Super Smart Internet TV that seamlessly integrates the convenient operation of a regular TV
4. World’s first Super Smart Internet TV on the Android platform powered by FM transmitter technology
5. World’s first Super Smart Internet TV that adopts Cloud-based voice recognition technology
6. World’s first TV to combine 3D technology and Super Smart Internet connectivity

The Super Smart Internet TV comes in three series, namely X9200, V8200 and P7200. The X9200 series, boasting a mega 58-inch screen with the ultimate 21:9 aspect ratio, promises to deliver immersive 3D experience to any homes. The V8200 series features true crystal-based screen technology and offers intelligent designs with a host of cutting-edge functionalities. The P7200 series is available in five different sizes, ranging from 32 to 55 inches, providing added flexibility to suit any living rooms.

Chief Executive Officer of TCL Multimedia Mr. Zhao Zhongyao said “The new Super Smart Internet TV not only has taken home entertainment experience to the highest possible level, it also includes top-of-the-class connectivity features such as TV-based app stores. We are confident that our groundbreaking Super Smart Internet TV will redefine what TV means in today’s world. As a leading innovator of TV technology in the PRC and in the world, the Group will strengthen its R&D capabilities further and deliver more innovative designs that are relevant to people’s

lives. Only by doing so will our continued success and leadership in the TV market be guaranteed.”



Photo 1: The Group’s management and guest of honour at the unveiling ceremony



Photo 2: Android platform Super Smart Internet TV

~ End ~

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

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

Email: tclmultimedia@hillandknowlton.com.hk

Carol Mak

Tel: (852) 2894 6283 / 6126 5261

Long Li

Tel: (852) 2894 6203 / 9242 3948