

*For Immediate Release*

## **TCL Multimedia reports LCD TV sales up 25% Y-o-Y to 501,673 sets in March 2011**

### **Proportion of LED backlight LCD TVs sales surged to 40.0%**

(April 13 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 March.

TCL Multimedia’s total LCD TV sales in March 2011 were up 25.0% Year-on-Year to 501,673 sets. Due to sales growth boosted by the Chinese government’s favorable policies such as the "Home Appliances Replacement Scheme", and the Group’s successful marketing strategy, total LCD TV sales volume in the PRC Market increased 35.0% Year-on-Year to 289,407 sets.

In overseas markets, LCD TV sales were up 13.6% Year-on-Year in March. Thanks to continued strong demand, LCD TV sales in Emerging Markets surged 117.5% Year-on-Year. The Group will continue to optimize its cost structure and strengthen its sales efforts in order to further enhance the competitiveness of its products.

Against a backdrop of growing demand for LED backlight LCD TVs, 200,464 sets of LED backlight LCD TVs were sold in March, boosting their proportion of the Group’s total LCD TV sales to 40.0%.

The Group sold 658,140 sets of AV products in March, up 29.9% from the same period of the previous year.

Moreover, the Group launched its 2011 new product year-plan in March, including the World’s first Super Smart Internet TV with 3D UI technology. Looking forward, the Group will strengthen its R&D capabilities and further enhance its independent innovation capabilities so as to deliver more innovative, high-end products for consumers.

**2011 March (Unaudited sales volume)**

	2011 Mar	2010 Mar	Change (%)	2011 Jan-Mar	2010 Jan-Mar	Change (%)
<b>LCDTV</b>	501,673	401,318	25.0%	1,927,555	1,927,224	0.0%
Of which: LED backlight TV	200,464	-	n/a	598,740	-	n/a
<b>CRT TV</b>	396,916	470,200	-15.6%	1,163,355	1,611,647	-27.8%
<b>Total TV Sales</b>	898,589	871,518	3.1%	3,090,910	3,538,871	-12.7%
<b>AV Products</b>	1,771,742	1,363,570	29.9%	4,403,190	3,320,514	32.6%

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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.

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