

For Immediate Release

TCL Multimedia reports LCD TV sales up 40.5% Y-o-Y to 788,962 sets in April 2011

LCD TV sales in PRC Market increased 43.7% Y-o-Y

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

TCL Multimedia’s total LCD TV sales in April 2011 were up 40.5% year-on-year to 788,962 sets. Benefiting from ongoing national stimulus policies, together with the Group’s successful marketing strategy, sales channels improvement and enhanced product mix, total LCD TV sales volume in the PRC Market increased by 43.7% year-on-year to 556,987 sets. Of which, internet TV accounted for 25.7%, maintaining its leading position in the market, while 3D TV continued to deliver steady growth.

In overseas markets, LCD TV sales were up 33.3% year-on-year in April. The sharp increase was mainly driven by strong demand in Emerging Markets, the Group’s efforts to improve its overseas distribution networks, more customer-focused marketing and promotion campaigns. In Emerging Markets, LCD TV recorded a year-on-year increase of 66.7% in sales volume.

Against a backdrop of growing demand for LED backlight LCD TVs, 301,221 sets of LED backlight LCD TVs were sold in April, accounting for 38.2% of the Group’s total LCD TV sales.

The Group sold 1,679,592 sets of AV products in April, down 6.4% from the same period of the previous year.

2011 April (Unaudited sales volume)

	2011 Apr	2010 Apr	Change (%)	2011 Jan- Apr	2010 Jan- Apr	Change (%)
LCDTV	788,962	561,486	40.5%	2,716,386	2,488,595	9.2%
Of which: LED backlight TV	301,221	-	n/a	899,961	-	n/a
CRT TV	422,610	454,089	-6.9%	1,585,965	2,064,151	-23.2%
Total TV Sales	1,211,572	1,015,575	19.3%	4,302,351	4,552,746	-5.5%
AV Products	1,679,592	1,795,250	-6.4%	6,082,782	5,131,432	18.5%

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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

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

Email: tclmultimedia@hillandknowlton.com.hk

Carol Mak

Tel: (852) 2894 6283 / 6126 5261

Astor Lo

Tel: (852) 2894 6203 / 9466 1135