

For Immediate Release

**TCL Multimedia reports LCD TV sales up 39.4% year-on-year
to 558,228 sets in May 2011**

LCD TV sales volume in the PRC Market increased 30.8% year-on-year

(June [14] 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 May.

TCL Multimedia’s total LCD TV sales volume in May 2011 was up 39.4% year-on-year to 558,228 sets. Taking the advantage of the Group’s successful marketing strategy, enhanced product mix, growing demand from rural markets as well as sales channels continuous improvement, total LCD TV sales volume in the PRC Market increased by 30.8% year-on-year to 305,142 sets. Of which, internet TV accounted for 27.5%, maintaining its leading position in the market, while 3D TV continued to experience a stable growth.

In overseas markets, LCD TV sales volume was up 51.5% year-on-year in May. The significant increase was mainly driven by continued strong demand in Emerging Markets, the Group’s customer-focused marketing strategy and efforts in strengthening its overseas sales networks. In Emerging Markets, LCD TV recorded a year-on-year increase of 69.6% in sales volume.

Against a backdrop of growing demand for LED backlight LCD TVs, 202,609 sets of LED backlight LCD TVs were sold in May, accounting for 36.3% of the Group’s total LCD TV sales volume.

The Group sold 1,702,080 sets of AV products in May, up 27.5% from the same period of the previous year.

2011 May (Unaudited sales volume)

	2011 May	2010 May	Change (%)	2011 Jan- May	2010 Jan- May	Change (%)
LCDTV	558,228	400,407	39.4%	3,274,727	2,894,105	13.2%
Of which: LED backlight TV	202,609	-	n/a	1,102,570	-	n/a
CRT TV	318,279	382,606	-16.8%	1,904,244	2,441,482	-22.0%
Total TV Sales	876,507	783,013	11.9%	5,178,971	5,335,587	-2.9%
AV Products	1,702,080	1,334,460	27.5%	7,784,862	6,434,677	21.0%

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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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