

For Immediate Release

TCL Multimedia's LCD TV sales volume surged 145.3% year-on-year to 884,575 sets in June 2011

LCD TV sales volume in the PRC Market and Overseas Market Soared 86.7% and 272.0% year-on-year respectively

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

Total LCD TV sales volume of TCL Multimedia in June 2011 surged 145.3% year-on-year to 884,575 sets. Although June is a traditionally slow month for TV sales, the Group's LCD TV sales volume in the PRC Market reached 460,189 sets, with a year-on-year increase of 86.7%. It was mainly attributable to its successful marketing strategy, continued optimization of sales channels, enhanced product mix as well as new business model.

In Overseas Markets, the Group also delivered satisfactory performance in LCD TV sales, its LCD TV sales volume jumped by 272.0% year-on-year in June. Increasing demand for LCD TV, together with successful marketing promotions, led to a surge of 278.0% year-on-year of LCD TV sales in Emerging Markets. In addition, adjustment of Strategic OEM customer structure has begun to produce positive results, its LCD TV sales volume saw a stable increase.

Sales of LED backlight LCD TV continued to experience a steady growth. Sales volume of LED backlight LCD TV rose from 202,609 sets in May to 276,041 sets in June, accounting for 31.2% of the Group's total LCD TV sales volume.

The Group sold 1,719,067 sets of AV products in June, up 22.9% from the same period of the previous year.

For the six months ended June 30, 2011, the Group's total LCD TV sales volume reached 4,159,241 sets, up 27.8% year-on-year. LCD TV sales volume in the PRC Market and Overseas Markets increased 29.1% and 25.6% year-on-year, respectively. The Group's AV products sales volume in the first half of the year was 9,503,929 sets, up 22.3% from the same period last year.

2011 June (Unaudited sales volume)

	2011 June	2010 June	Change (%)	2011 Jan- June	2010 Jan- June	Change (%)
LCDTV	884,575	360,542	145.3%	4,159,241	3,253,821	27.8%
Of which: LED backlight TV	276,041	-	n/a	1,378,611	-	n/a
CRT TV	338,140	396,410	-14.7%	2,242,384	2,836,004	-20.9%
Total TV Sales	1,222,715	756,952	61.5%	6,401,625	6,089,825	5.1%
AV Products	1,719,067	1,398,459	22.9%	9,503,929	7,770,473	22.3%

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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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