

For Immediate Release

TCL Multimedia reported LCD TV sales volume up 92.2% year-on-year reaching 825,235 sets in July

LCD TV sales volume in the PRC Market and Overseas Markets increased 39.6% and 220.3% year-on-year respectively

(August 8, 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 July 2011.

TCL Multimedia’s total LCD TV sales volume in July 2011 amounted to 825,235 sets, up 92.2% year-on-year. Leveraging on its successful marketing strategy, continuous sales channel optimization and product mix enhancement, the Group’s LCD TV sales volume in the PRC Market increased by 39.6% year-on-year to 424,855 sets in July. Sales of Internet TV and 3D TV continued to grow steadily, of which sales volume of Internet TV reached 88,562 sets, accounting for 20.8% of the LCD TV sales volume in the PRC Market. 3D TV also continued to grow in terms of its proportion to the total LCD TV sales volume.

In Overseas Markets, LCD TV sales volume soared 220.3% year-on-year to 400,380 sets in July. The satisfactory performance was attributable to the increasing demand for LCD TVs coupled with successful marketing promotions in Emerging Market, which saw a surge of 165.3% year-on-year at the LCD TV sales volume. In addition, as the adjustment on the Strategic OEM’s customer base beginning to show results, sales volume there started growing gradually.

Sales of the Group’s LED backlight LCD TV maintained steady growth from 276,041 sets in June to 320,190 sets in July, accounting for 38.8% of the Group’s total LCD TV sales volume.

The Group sold 1,564,019 sets of AV products in July, up 29.7% from the same period of the previous year.

July 2011 (Unaudited sales volume)

	2011 July	2010 July	Change (%)	2011 Jan- July	2010 Jan- July	Change (%)
LCD TV	825,235	429,252	92.2%	4,857,687	3,683,068	31.9%
Of which: LED backlight LCD TV	320,190	41,831	665.4%	1,698,801	96,774	1,655.4%
CRT TV	349,027	400,290	-12.8%	2,591,456	3,236,292	-19.9%
Total TV Sales	1,174,262	829,542	41.6%	7,449,143	6,919,360	7.7%
AV Products	1,564,019	1,205,570	29.7%	11,067,948	8,957,789	23.6%

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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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