

For Immediate Release

TCL Multimedia reported LCD TV sales volume up 88.6% year-on-year reaching 984,019 sets in August

Sales volume in the PRC Market and Emerging Market increased by 43.6% and 262.6% year-on-year respectively

(September 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 August 2011.

TCL Multimedia’s LCD TV sales volume in August 2011 recorded a total of 984,019 sets, up 88.6% year-on-year. Sales volume of the Group’s LED backlight LCD TV maintained steady growth from 320,190 sets in July to 387,185 sets in August, accounting for 39.3% of the Group’s total LCD TV sales volume.

Leveraging its successful marketing strategy, sales channel optimization and product mix enhancement, along with increasing demand for LED backlight LCD TV in the PRC Market, the Group’s LCD TV sales volume in the market increased by 43.6% year-on-year to 570,904 sets in August. Sales volume of Internet TV and 3D TV continued to grow steadily. Sales volume of Internet TV and 3D TV reached 155,670 sets and 37,442 sets, respectively, accounting for 27.3% and 6.6% of the LCD TV sales volume in the PRC Market.

In Overseas Markets, LCD TV sales volume soared 232.6% year-on-year to 413,115 sets in August. The Group continued to step up efforts to promote its LCD TV sales in the Emerging Market, which resulted in a surge of 262.6% year-on-year in the LCD TV sales volume of 292,767 sets in August, recording its second-highest monthly sales this year. Emerging Market has become the Group’s largest overseas market in terms of sales volume and has been a new growth driver to its business after the PRC Market.

The Group sold 1,997,010 sets of AV products in August, up 37.8% from the same period of the previous year.

August 2011 (Unaudited sales volume)

	2011 August	2010 August	Change (%)	2011 Jan - August	2010 Jan - August	Change (%)
LCD TV	984,019	521,718	88.6%	5,841,707	4,205,239	38.9%
Of which: LED backlight LCD TV	387,185	56,181	589.2%	2,085,986	153,411	1,259.7%
CRT TV	362,848	523,590	-30.7%	2,954,340	3,760,098	-21.4%
Total TV Sales	1,346,867	1,045,308	28.8%	8,796,047	7,965,337	10.4%
AV Products	1,997,010	1,449,249	37.8%	13,064,958	10,361,637	26.1%

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About TCL Multimedia

TCL Multimedia Technology Holdings Limited is one of the largest TV manufacturers globally, with products 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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