

For Immediate Release

TCL Multimedia achieved a historic breakthrough in September's LCD TV sales amounting to 1.32 million sets

Penetration rate of LED backlight LCD TV sales also reached historical highs

(October 10, 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 September 2011.

The Group's monthly sales volume of LCD TV in September 2011 hit a record high of 1,318,624 sets, up 34.1% year-on-year. In the meantime, the Group's LED backlight LCD TV sales volume increased to 622,573 sets in September, accounting for 47.2% of its total LCD TV sales volume. The penetration rate of the Group's LED backlight LCD TV sales in the PRC Market reached 50.5%. Both reached historical highs for the penetration rate of its LED backlight LCD TV sales.

In the PRC Market, leveraging its successful marketing strategies, product mix enhancement and sales channel optimization, especially the additional sales points in third-tier to fifth-tier cities, the Group's LCD TV sales volume increased by 16.1% year-on-year to 865,738 sets in September. Sales volume of Internet TV and 3D TV continued to grow steadily in September, reaching 260,896 sets and 92,621 sets, respectively, and accounting for 30.1% and 10.7% of the total LCD TV sales volume in the PRC Market.

In Overseas Markets, LCD TV sales volume continued to perform well, with a year-on-year increase of 90.6% to 452,886 sets in September. The Group continued to step up efforts to promote its LCD TV sales in the Emerging Markets, which resulted in a steady increase of 87.8% year-on-year in the LCD TV sales volume to 283,822 sets in September. Emerging Markets remain the Group's largest overseas market in terms of sales volume and become a new growth driver to its business after the PRC Market.

The Group sold 2,523,818 sets of AV products in September, up 49.3% from the same period of the previous year.

The 8.5-generation LCD panel production plant of Shenzhen Huaxing Photoelectrics Technology Company Limited, invested by the Group's parent company TCL Corporation, started trial-production in August this year. The plant is expected to start mass production in the fourth quarter this year, which will provide strategic support for the supply of the Group's panels in order to lower production cost in the future. In addition, TCL Multimedia will acquire LCD TV module business from TCL Corporation by way of issuing new shares at an issue price of HK\$3.20 per share. The completion of the acquisition will help the Group realize its vertical integration strategy to create cost synergies and generate new revenue stream for the Group.

September 2011 (Unaudited sales volume)

	2011 September	2010 September	Change (%)	2011 Jan - Sep	2010 Jan - Sep	Change (%)
LCD TV	1,318,624	983,384	34.1%	7,160,415	5,190,855	37.9%
Of which: LED backlight LCD TV	622,573	185,916	234.9%	2,708,559	339,327	698.2%
CRT TV	388,462	615,142	-36.9%	3,342,749	4,375,150	-23.6%
Total TV Sales	1,707,086	1,598,526	6.8%	10,503,164	9,566,005	9.8%
AV Products	2,523,818	1,689,945	49.3%	15,588,776	12,058,509	29.3%

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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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