

For Immediate Release

TCL Multimedia reported LCD TV sales volume up 58.4% year-on-year reaching 958,592 sets in October

LCD TV sales volume in the PRC Market and Overseas Markets increased 44.9% and 76.7% year-on-year respectively

(November 09, 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 October 2011.

The Group’s monthly sales volume of LCD TV in October 2011 recorded a total of 958,592 sets, up 58.4% year-on-year. In the meantime, the Group’s LED backlight LCD TV sales volume increased to 409,424 sets in October, accounting for 42.7% of its total LCD TV sales volume.

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 44.9% year-on-year to 504,349 sets in October. Sales volume of Internet TV and 3D TV continued to grow steadily in October, reaching 166,746 sets and 35,078 sets, respectively, and accounting for 33.1% and 7.0% 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 76.7% to 454,243 sets in October. The Group continued to step up efforts to promote its LCD TV sales in the Emerging Markets, which resulted in a significant year-on-year increase of 103.5% in the LCD TV sales volume to 215,912 sets in October. 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 1,903,239 sets of AV products in October, up 21.6% from the same period of the previous year.

October 2011 (Unaudited sales volume)

	2011	2010	Change	2011	2010	Change
	October	October	(%)	Jan - Oct	Jan - Oct	(%)
LCD TV	958,592	605,024	58.4%	8,118,837	5,795,875	40.1%
Of which: LED backlight LCD TV	409,424	92,534	342.5%	3,117,983	431,861	622.0%
CRT TV	277,231	380,669	-27.2%	3,619,980	4,755,817	-23.9%
Total TV Sales	1,235,823	985,693	25.4%	11,738,817	10,551,692	11.3%
AV Products	1,903,239	1,565,027	21.6%	17,492,015	13,636,312	28.3%

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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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