

*For Immediate Release*

**TCL Multimedia reported LCD TV sales volume up 75.7% year-on-year  
reaching 1,185,140 sets in November**

**LCD TV sales volume in the PRC Market and Emerging Markets increased  
36.8% and 345.8% year-on-year respectively**

(December 08, 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 November 2011.

The Group’s monthly sales volume of LCD TV in November 2011 amounted to 1,185,140 sets, up 75.7% year-on-year. In the meantime, the Group’s LED backlight LCD TV sales volume increased to 621,464 sets in November, accounting for 52.4% of its total LCD TV sales volume.

In the PRC Market, the Group continued to optimize its products mix, marketing strategies, sales channels and brand awareness. As a result, LCD TV sales volume increased by 36.8% year-on-year to 678,530 sets in November. Sales volume of Internet TV and 3D TV reached 133,230 sets and 49,219 sets, respectively, accounting for 19.6% and 7.3% of the total LCD TV sales volume in the PRC Market. With the launch of China’s first 3D Channel by CCTV in collaboration with other TV stations in other major cities at the beginning of 2012, demand for 3D TV is expected to increase in the PRC Market. The Group will seize the huge business opportunities brought by 3D Channel and further promote its 3D TV sales in order to increase the gross profit margin.

In Overseas Markets, LCD TV sales volume continued to perform well, with a year-on-year surge of 183.5% to 506,610 sets in November. The Group continued to expand its LCD TV business in the Emerging Markets, effectively adjust its product mix and continuously improve its sales channels management, which resulted in a significant year-on-year increase of 345.8% in the LCD TV sales volume to 253,218 sets in November. 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 1,296,508 sets of AV products in November, up 0.9% from the same period of the previous year.

**November 2011 (Unaudited sales volume)**

	2011	2010	Change	2011	2010	Change
	November	November	(%)	Jan - Nov	Jan - Nov	(%)
<b>LCD TV</b>	<b>1,185,140</b>	<b>674,655</b>	<b>75.7%</b>	<b>9,304,128</b>	<b>6,474,236</b>	<b>43.7%</b>
Of which: LED backlight LCD TV	621,464	135,605	358.3%	3,739,447	569,643	556.5%
<b>CRT TV</b>	<b>332,936</b>	<b>334,464</b>	<b>-0.5%</b>	<b>3,952,891</b>	<b>5,087,727</b>	<b>-22.3%</b>
<b>Total TV Sales</b>	<b>1,518,076</b>	<b>1,009,119</b>	<b>50.4%</b>	<b>13,257,019</b>	<b>11,561,963</b>	<b>14.7%</b>
<b>AV Products</b>	<b>1,296,508</b>	<b>1,285,418</b>	<b>0.9%</b>	<b>18,788,523</b>	<b>14,934,070</b>	<b>25.8%</b>

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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.

**Investor & Media Inquiries**

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