

For Immediate Release

TCL Multimedia achieved another record high in single month LCD TV sales volume of 1,555,872 sets in December

LCD TV sales volume in 2011 reached 10,859,957 sets, exceeding annual sales target

(January 9, 2012, 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 December and full year 2011.

TCL Multimedia’s monthly sales volume of LCD TV in December 2011 amounted to 1,555,872 sets, up 57.1% year-on-year, achieving another record high in monthly sales volume of LCD TV, breaking the previous record set in September 2011. Total sales volume of LCD TV in 2011 amounted to 10,859,957 sets, exceeding its full- year sales target of 10.2 million LCD TV sets. Meanwhile, the Group’s LED backlight LCD TV sales volume increased to 942,106 sets in December, of which increased to 60.6% in proportion of its total LCD TV sales volume. The Group’s total LED backlight LCD TV sales volume amounted to 4,681,553 sets in 2011.

In the PRC Market, the Group continued to optimize its product mix, marketing strategies and sales channels. As a result, LCD TV sales volume increased by 33.2% and 28.9% year-on-year to 1,035,474 sets and 6,606,429 sets in December and full year 2011, respectively. Sales volume of Internet TV and 3D TV in December reached 290,038 sets and 34,156 sets, respectively, accounting for 28.0% and 3.3% of the total LCD TV sales volume in the PRC Market. In 2011, sales volume of Internet TV and 3D TV amounted to 1,483,995 sets and 310,688 sets, respectively. With the trial launch of China’s first 3D Channel by CCTV in collaboration with other TV channels in major cities on January 1, 2012, demand for 3D TV is expected to increase continuously in the PRC Market. The Group will actively seize such opportunities and will further boost its 3D TV sales to increase market share and the proportion of 3D TV in its high-end product mix.

In Overseas Markets, LCD TV sales volume continued to perform well, with a year-on-year increase of 144.1% to 520,398 sets in December. Total LCD TV sales volume in 2011 increased by 81.7% to 4,253,528 sets. The Group continued to effectively adjust its product mix and continuously improve its sales channels management in Emerging Markets, which resulted in a year-on-year increase of 137.3% in LCD TV sales volume to 198,889 sets in December. Emerging Markets remain the Group’s major overseas market and has become a new growth driver in its business after the PRC Market. In addition, sales volume of the Group’s Strategic OEM business recorded a significant increase in December.

The Group sold 1,211,840 sets of AV products in December, up 26.4% from the same period of last year. In 2011, the Group sold 20,000,363 sets of AV products, up 25.8% from last year.

December 2011 (Unaudited sales volume)

	2011 December	2010 December	Change (%)	2011 Jan - Dec	2010 Jan - Dec	Change (%)
LCD TV	1,555,872	990,497	57.1%	10,859,957	7,464,765	45.5%
Of which: LED backlight LCD TV	942,106	273,661	244.3%	4,681,553	843,304	455.1%
CRT TV	232,569	459,984	-49.4%	4,185,460	5,547,699	-24.6%
Total TV Sales	1,788,441	1,450,481	23.3%	15,045,417	13,012,464	15.6%
AV Products	1,211,840	958,433	26.4%	20,000,363	15,892,503	25.8%

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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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