

For Immediate Release

**TCL Multimedia reported LCD TV sales volume up 12.6%,
reaching 1,319,193 sets in January**

**LCD TV sales volume in the Overseas Markets and Emerging Markets
increased 96.0% and 105.0% year-on-year respectively**

(February 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 in January 2012.

The Group’s monthly sales volume of LCD TV in January 2012 amounted to 1,319,193 sets, up 12.6% year-on-year. Sales volume of overall LED backlight LCD TV sales increased to 804,749 sets in January, accounting for 61.0% of its total LCD TV sales volume.

In the PRC Market, due to the early arrival of the 2012 Chinese New Year, TV shipment figures in January was partially reflected in December 2011’s shipment figures. As a result, LCD TV sales volume in January dropped by 11.3% year-on-year to 808,887 sets. However, driven by the trial launch of China’s first 3D Channel by CCTV in collaboration with other TV channels in major cities on January 1, 2012, together with TCL’s exclusive partnership with CCTV to provide cloud TVs and technical support for CCTV’s online gala of the 2012 Chinese New Year, sales volume of 3D TV in the PRC Market climbed to 99,696 sets in January. The proportion of 3D TVs as a percentage of LCD TV sales volume in the PRC Market also increased significantly to 12.3%. The Group will continue to seize opportunities in the growing 3D TV market in the PRC in order to expand its market share and the proportion of high-end products. Meanwhile, sales volume of Internet TV reached 197,795 sets, accounting for 24.5% of the total LCD TV sales volume in the PRC Market.

In the Overseas Markets, LCD TV sales volume increased by 96.0% year-on-year to 510,306 sets in January. The Group continued to actively explore the LCD TV and LED backlight TV markets by enriching its product mix in response to the growing demand for such products in the Emerging Markets. Consequently, sales volume of LCD TV reached 316,524 sets in January, a year-on-year increase of 105.0%. The 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 substantial increase in January.

Impacted by seasonal factors such as the early arrival of the Chinese New Year, the Group sold 955,893 sets of AV products in January, down 51.6% from the same period of last year.

January 2012 (Unaudited sales volume)

	2012	2011	Change (%)
	Jan	Jan	
LCD TV	1,319,193	1,172,089	12.6%
Of which: LED backlight TV	804,749	307,296	161.9%
CRT TV	314,812	568,449	-44.6%
Total TV Sales	1,634,005	1,740,538	-6.1%
AV Products	955,893	1,973,308	-51.6%

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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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