

For Immediate Release

**TCL Multimedia reported LCD TV sales volume up 206.7%,
reaching 778,719 sets in February**

**LCD TV sales volume in the PRC Market and the Emerging Markets increased
157.5% and 627.5% year-on-year, respectively**

(March 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 February 2012.

The Group’s monthly sales volume of LCD TV in February 2012 amounted to 778,719 sets, up by a significant 206.7% year-on-year. Sales volume of overall LED backlight LCD TV reached 493,376 sets in February, accounting for 63.4% of the Group’s total LCD TV sales volume.

In the PRC Market, the Group continued to optimize its product mix, marketing strategies, sales channels and brand awareness. As a result, sales volume of LCD TV increased by 157.5% year-on-year to 334,146 sets in February. The proportion of LED backlight LCD TV as a percentage of the total LCD TV sales volume in the PRC Market continued to increase steadily to 67.7% in February. Sales volume of Smart TV reached 27,027 sets, accounting for 8.1% of the total LCD TV sales volume in the PRC Market. Sales volume of 3D TV reached 41,516 sets, bringing the proportion of 3D TVs as a percentage of LCD TV sales volume in the PRC Market up to 12.4%. As TCL signed an official agreement with CCTV to become its exclusive 3D Channel partner, the Group is poised to seize the promising business opportunities brought by its collaboration with CCTV and will further promote its 3D TV sales in order to increase the proportion of high-end products.

In the Overseas Markets, LCD TV sales volume increased by 258.2% year-on-year to 444,573 sets in February. The Group continued to actively explore the LCD TV and LED backlight LCD TV markets and introduced product portfolio that met the market demand in the Emerging Markets. Coupled with its successful marketing strategies, sales volume of LCD TV surged by 627.5% to 241,120 sets in February. The Emerging Markets remain the Group’s largest overseas market in terms of sales volume and have 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 February.

The Group sold 1,067,635 sets of AV products in February, up 62.2% from the same period of the previous year.

February 2012 (Unaudited sales volume)

	2012	2011	Change	2012	2011	Change
	February	February	(%)	Jan - Feb	Jan - Feb	(%)
LCD TV	778,719	253,878	206.7%	2,097,912	1,425,967	47.1%
Of which:						
LED backlight LCD TV	493,376	90,980	442.3%	1,298,125	398,276	225.9%
Smart TV	27,027	Nil	Nil	85,823	Nil	Nil
3D TV	44,577	110	40,424.5%	146,890	110	133,436.4%
CRT TV	220,053	198,062	11.1%	534,865	766,511	-30.2%
Total TV Sales	998,772	451,940	121.0%	2,632,777	2,192,478	20.1%
AV Products	1,067,635	658,140	62.2%	2,023,528	2,631,448	-23.1%

Note: TCL Multimedia has begun to announce the monthly sales volume of its Smart TV and 3D TV since February 2012

~ End ~

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

For further enquiries, please contact Hill + Knowlton Strategies Asia:

Email: tclmultimedia@hkstrategies.com

Jonathan Yang
Tel: (852) 2894 6391

Hedy Shen
Tel: (852) 2894 6323