

*For Immediate Release*

**TCL Multimedia LCD TV sales volume up 123.4%,  
reaching 1,120,967 sets in March**

**LCD TV sales volume in the PRC Market and the Emerging Markets up 94.5%  
and 157.5% year-on-year, respectively**

(April 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 March 2012.

The Group’s monthly sales volume of LCD TV in March 2012 amounted to 1,120,967 sets, up by a significant 123.4% year-on-year. The sales volume of overall LED backlight LCD TV reached 724,241 sets in March, accounting for 64.6% 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, the sales volume of LCD TV increased by 94.5% year-on-year to 562,825 sets in March. Sales of LED backlight LCD TV as a percentage of the total LCD TV sales volume in the PRC Market continued to increase steadily by 67.2%. The sales volume of Smart TV and Internet TV reached 185,569 sets, accounting for 33.0% of the total LCD TV sales volume in the PRC Market. The Group seized the opportunities to become the exclusive 3D Channel partner with CCTV and continued to increase the promotion of its 3D TV sales. Sales volume of 3D TV reached 83,659 sets, bringing sales of 3D TVs as a percentage of the total LCD TV sales volume in the PRC Market up to 14.9%.

In the Overseas Markets, LCD TV sales volume increased by 162.9% year-on-year to 558,142 sets in March. In the Emerging Markets, the Group actively expanded its LCD TV and LED backlight LCD TV businesses, continued to adjust product portfolio and leveraged its successful marketing strategies, sales volume of LCD TV in March increased by 157.5% year-on-year to 328,322 sets in the Emerging Markets. The Emerging Markets remains the Group’s largest overseas market in terms of sales volume and has become the new growth driver in its business, second only to the PRC Market. In addition, the sales volume of the Group’s Strategic OEM business recorded a substantial increase in March.

The Group sold 1,344,089 sets of AV products in March, down 24.1% from the same period of the previous year.

**March 2012 (Unaudited sales volume)**

	2012 March	2011 March	Change (%)	2012 Jan - Mar	2011 Jan - Mar	Change (%)
<b>LCD TV</b>	<b>1,120,967</b>	<b>501,673</b>	<b>123.4%</b>	<b>3,218,821</b>	<b>1,927,555</b>	<b>67.0%</b>
Of which:						
LED backlight LCD TV	724,241	200,464	261.3%	2,022,366	598,740	237.8%
Smart TV & Internet TV	186,133	62,518	197.7%	550,850	84,198	554.2%
3D TV	103,158	387	26,555.8%	250,048	497	50,211.5%
<b>CRT TV</b>	<b>230,242</b>	<b>396,916</b>	<b>-42.0%</b>	<b>765,084</b>	<b>1,163,355</b>	<b>-34.2%</b>
<b>Total TV Sales</b>	<b>1,351,209</b>	<b>898,589</b>	<b>50.4%</b>	<b>3,983,905</b>	<b>3,090,910</b>	<b>28.9%</b>
<b>AV Products</b>	<b>1,344,089</b>	<b>1,771,742</b>	<b>-24.1%</b>	<b>3,367,582</b>	<b>4,403,190</b>	<b>-23.5%</b>

*Note: TCL Multimedia has announced the monthly sales volume of its Smart TV and 3D TV since February 2012. Taking into account the industry practice of disclosing the shipment data of Smart TV and Internet TV, therefore, starting from March 2012, TCL Multimedia has adopted the same practice of disclosing the monthly sales volume of Smart TV & Internet TV and 3D TV so as to allow comparison based on the same basis.*

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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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