

*For Immediate Release*

**TCL and IKEA formed a partnership to make a crossover of two international brands by integrating consumer electronics products like TV, sound system into household furniture**

(April 18, 2012, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to announce that the Group has entered into an agreement with Sweden-based IKEA, the world’s largest furniture manufacturer, for the development of its innovative concept of complete TV solutions that includes TV, sound system and furniture.

The unique and complete TV solutions include TV, sound systems, built-in CD/DVD/Blue-ray players and furniture, which will bring new home living enjoyment to consumers. Consumers can buy designated electronic products integrated into furniture that are operated by only one remote controller, boasting the seamless blend of advanced technology and creative interior design.

Mr. Li Dongsheng, Chairman of TCL Multimedia said, “TCL has always been committed to implementing our corporate strategy of “integration, innovation and internationalization”. This new partnership will not only enable TCL to explore potential business opportunity, but will also enhance TCL’s brand awareness in the Overseas Markets and generate synergy for both enterprises”

TCL Multimedia is one of the largest global TV manufacturers in China. According to the latest DisplaySearch report, the Group’s global LCD TV market share in 2011 was 4.9%, ranking up to No. 7 from No. 10 last year. TV market share in the PRC Market was 15.6%, ranking No. 2, while its LCD TV market share in the PRC Market was 14.9%, ranking No. 3. Based on the annual report issued by R&F Global Ranking Information Group Ltd. in September 2011, TCL continued to be the top brand among all color-TV brands in the PRC with a brand value of RMB50.1 billion.

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**About TCL Multimedia**

TCL Multimedia Technology Holdings Limited is one of the leading TV brands 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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