



For Immediate Release

**TCL Multimedia's 259 LCD TV Models were Included
in the Energy-saving Home Appliance Subsidy Program**

**Became the company to have the most LCD TV products included in the list and
expected to benefit considerably from the program**

(June 6, 2012, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) announced today that according to the latest information published on the website of National Development and Reform Commission, in the new energy-saving home appliance subsidy program, the Group’s 259 LCD TV models, including all of its 3D smart “cloud” TVs, were included in the list of products to be subsidized, making it the enterprise to have the largest number of LCD TV products included in the list. This will accelerate the popularity of the Group’s “full cloud strategies” while consolidating its leading position in the smart TV industry and further boosting the sales of its high-end products.

The Chinese government recently announced a new energy-saving home appliance subsidy program in which RMB26.5 billion in subsidies will be allocated to promote the purchase of five types of home appliances, including LCD TV, that fulfill energy-saving standards. All LED backlight LCD TV products that the Group launched this year satisfy the National Level 1 Energy Consumption Standard. In addition, the Group’s entire range of LCD TV products will be designed in line with this standard in the future. The Group took the leading position in the program thanks to its solid foundation in the energy-saving industry and globally leading energy-saving technologies.

The Group has always been committed to the development of energy-saving and environmentally-friendly products. As early as November 2011, the Group invented and patented the “Backlight control system and method for LCD TVs”, i.e. natural light core technology. TV products using this technology not only control the backlight brightness by sub-region dynamically to reduce energy consumption by at least 46%, but also consumes only 0.1W in standby mode, far lower than the requirement of less than 0.5W as set forth in the requirements of the subsidy program.

Mr. Zhao Zhongyao, Chief Executive Officer of TCL Multimedia, said, “As the PRC Market accounted for 60% of the Group’s LCD TV sales in 2011, the Group expects to benefit considerably from the implementation of the program, which will further boost the sales of its high-end TVs. Looking ahead, the Group will further increase the sales proportion of its high-end products, leverage the cost advantages brought by vertical integration, and continue to optimize its operations and sales network in order to improve the Group’s profitability.”

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About TCL Multimedia

TCL Multimedia Technology Holdings Limited (stock code: 01070.HK), headquartered in China, is one of the leading players in the global TV industry. TCL Multimedia is engaged in the R&D, manufacture and distribution of consumer electronic products comprising television and audio visual products. Its ultimate shareholder is TCL Corporation. For more information, please visit its website: <http://multimedia.tcl.com>.

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