

For Immediate Release

**TCL Multimedia LCD TV sales volume up 10.8% year-on-year,
reaching 840,143 sets in June**

LCD TV sales volume in the PRC Market up 31.1% year-on-year

(July 6, 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 June 2012.

The Group’s monthly sales volume of LCD TV in June 2012 amounted to 840,143 sets, up by 10.8% year-on-year, of which the overall sales volume of LED backlight LCD TV reached 602,507 sets in June, accounting for 71.7% of the total LCD TV sales volume.

In the PRC Market, the Group leveraged its successful marketing strategy and product mix enhancement in addition to actively promoting its 3D TV and smart & internet TV. As a result, 437,404 sets of LCD TVs were sold in June, up by 31.1% year-on-year. The sales volume of LED backlight LCD TV reached 331,980 sets, accounting for 75.9% of the total LCD TV sales volume in the PRC Market. The sales volume of smart & internet TV reached 192,935 sets, accounting for 44.1% of the total LCD TV sales volume in the PRC Market; the sales volume of 3D TV reached 99,437 sets, accounting for 22.7% of the total LCD TV sales volume in the PRC Market.

Although LCD TV sales volume in the Overseas Markets dropped slightly by 5.1% year-on-year to 402,739 sets in June, the total LCD TV sales volume in the Overseas Markets increased by 108.4% year-on-year to 3,138,948 sets in the first half of this year. The slight decrease in these markets this month was in line with expectations, which was driven by the planned UEFA EURO special program with majority of the shipment of the Emerging Markets happened in April and May, and by the fact that sales volume in the Emerging Market in June 2011 was the highest in 2011 and well above the monthly average. Despite this, LCD TV sales volume in the Emerging Market increased by 103.9% year-on-year to 1,821,458 sets from January to June 2012. Looking forward to the second half of the year, the Emerging Markets will continue to maintain healthy and stable growth momentum. In addition, the sales volume in the European Market and the Group’s Strategic OEM business recorded stable increases in June.

The Group sold 881,888 sets of AV products in June, down 48.7% from the same period of the previous year. For the first six months, the volume was down by 28.5% year-on-year to 6,791,045 sets.

Mr. Zhao Zhongyao, Chief Executive Officer of TCL Multimedia said, “Looking forward to

the second half of the year, despite challenges in the TV industry, we will continue to enhance ‘speed and efficiency’ in our operational and marketing strategies in order to achieve stable growth in LCD TV sales volume and to realize our annual LCD TV sales target of 15.20 million sets. We will continue to further enhance our profitability by increasing the proportion of sales of high-end products and taking advantages of core competitiveness brought by fully integrated industry chain.”

June 2012 (Unaudited sales volume)

	2012	2011	Change	2012	2011	Change
	June	June	(%)	Jan - Jun	Jan - Jun	(%)
LCD TV	840,143	757,933	10.8%	6,477,144	4,032,599	60.6%
Of which:						
LED backlight LCD TV	602,507	276,041	118.3%	4,307,457	1,378,611	212.4%
Smart & internet TV	202,226	77,401	161.3%	1,301,511	388,853	234.7%
3D TV	99,783	12,056	727.7%	592,187	40,094	1,377.0%
CRT TV	115,490	338,140	-65.8%	1,271,272	2,242,384	-43.3%
Total TV Sales	955,633	1,096,073	-12.8%	7,748,416	6,274,983	23.5%
AV Products	881,888	1,719,067	-48.7%	6,791,045	9,503,929	-28.5%

Note: Since February 2012, TCL Multimedia has announced the monthly sales volume of its smart TV and 3D TV. Taking into account the industry practice of disclosing the shipment data of smart & internet TV, starting from March 2012, TCL Multimedia has adopted the practice of disclosing the monthly sales volume of smart & 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 (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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