

*For Immediate Release*

**TCL Multimedia LCD TV sales volume up 34.7%, reaching 1,111,573 sets in July**

**LCD TV sales volume in the PRC Market and the Overseas Markets  
Up 51.4% and 16.9% year-on-year, respectively**

(August 7, 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 July 2012.

The Group’s monthly sales volume of LCD TV in July 2012 amounted to 1,111,573 sets, up 34.7% year-on-year, of which the sales volume of overall LED backlight LCD TV reached 812,386 sets in July, accounting for 73.1% of the total LCD TV sales volume.

In the PRC Market, the Group continued to optimize its product mix as well as its marketing and sales strategies to actively promote 3D TV and smart & internet TV. The Group also benefited from the newly launched energy-saving home appliance subsidy program. As a result, 643,433 sets of LCD TVs were sold in July, up 51.4% year-on-year. The sales volume of LED backlight LCD TV reached 534,194 sets, accounting for 83.0% of the total LCD TV sales volume in the PRC Market. The sales volume of smart & internet TV and 3D TV reached 262,845 sets and 138,269 sets, respectively, accounting for 40.9% and 21.5% of the total LCD TV sales volume in the PRC Market, respectively.

In the Overseas Markets, LCD TV sales volume increased by 16.9% year-on-year to 468,140 sets in July. In the Emerging Markets, the Group actively expanded its LCD TV and LED backlight LCD TV businesses, continued to improve product portfolio and leveraged its successful marketing strategies, bringing sales volume of LCD TV in July up by 52.7% year-on-year to 347,038 sets. The Emerging Markets remain the Group’s major overseas market in terms of sales volume and have become a new growth driver to its business in addition to the PRC Market.

The Group sold 1,414,090 sets of AV products in July, down 9.6% from the same period of the previous year.

**July 2012 (Unaudited sales volume)**

	2012 July	2011 July	Change (%)	2012 Jan - Jul	2011 Jan - Jul	Change (%)
<b>LCD TV</b>	<b>1,111,573</b>	<b>825,235</b>	<b>34.7%</b>	<b>7,586,520</b>	<b>4,857,687</b>	<b>56.2%</b>
Of which:						
LED backlight LCD TV	812,386	320,190	153.7%	5,119,843	1,698,801	201.4%
Smart & internet TV	268,341	88,562	203.0%	1,569,852	477,415	228.8%
3D TV	138,763	22,429	518.7%	730,950	62,523	1,069.1%
<b>CRT TV</b>	<b>157,056</b>	<b>349,027</b>	<b>-55.0%</b>	<b>1,428,395</b>	<b>2,591,456</b>	<b>-44.9%</b>
<b>Total TV Sales</b>	<b>1,268,629</b>	<b>1,174,262</b>	<b>8.0%</b>	<b>9,014,915</b>	<b>7,449,143</b>	<b>21.0%</b>
<b>AV Products</b>	<b>1,414,090</b>	<b>1,564,019</b>	<b>-9.6%</b>	<b>8,205,147</b>	<b>11,067,948</b>	<b>-25.9%</b>

*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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