

For Immediate Release

**TCL Maintains Top TV Brand in China
In 2012 Most Valuable Chinese Brands Evaluation
With a Brand Value of RMB 58.326 billion**

(18 September 2012, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) today announced that TCL maintains the top TV brand in China and ranks sixth among the top 100 Chinese brands according to the 18th Most Valuable Chinese Brands Evaluation co-organized by R&F Global Ranking Information Group Ltd. and Beijing Famous Brand Evaluation Co. Ltd. on 17 September 2012 in London, UK. With a brand value of RMB 58.326 billion, TCL continues to maintain its industry-leading position, demonstrating its international brand influence and setting an exemplar for China’s TV brands.

Chinese Brand Value Research set 2007, the year before the Financial Crisis, as a benchmark, and analyzed the development of Chinese brands under the global economic downturn. During the worst global recession, the top 100 brands recorded cumulative revenue growth of 80.08% and cumulative growth in profit of 134.34% in four years, exceeding the growth of the brands’ revenues. In 2011, the brands’ operating revenue and operating profit increased by 23.51% and 27.83%, respectively, when compared with the previous year. The average profit margin of the 100 brands reached 9.51%, an increase of 2.2 percentage points compared with 7.31% in 2007. An analyst from China’s Most Valuable Brand pointed out that a number of Chinese brands made significant gains in brand value with the development of the internet and e-commerce while the global industry structure is being reorganized. As the “post-80s” and “post-90s” generation become mainstream consumers, the competition between the different brands in the market will become increasingly fierce and thorough. Well-known consumer electronics enterprises such as TCL are committed to innovation, speeding up transition and implementing industry upgrades, and are thereby constantly strengthening the competitiveness of their brands. It represents the achievement in Chinese brand building and development.

Mr. Li Dongsheng, Chairman of TCL Multimedia, said that the brand value of TCL has been rising persistently in recent years, which was mainly attributable to the implementation of the all-round development strategy involving the Company’s industrial, technical and global operational capabilities. Determined to pursue internationalization, the Company has been deploying and integrating global resources. It has also put effort into boosting the position of its core business within the industry, and as well as building on its leading advantages in China as well as around the world. The Company is dedicated to enhancing its industrial

capabilities, building up a technical innovation profile, and taking the lead in vertical integration to form a full process operational chain. The results of these efforts are very prominent. The Company has been integrating the 4C (Customer, Cost, Convenience and Communication) principle and building on its advantages in providing content and services. It is moving, in restless efforts, towards becoming a provider of a full set of smart service solutions, and to create value for the brand in the process.

Being the top brand in China's TV industry for the consecutive seventh year by the Most Valuable Chinese Brands Evaluation forms a solid foundation for TCL's aim to become one of the world's most influential brands. For the first quarter of 2012, the Group's global LCD TV market share increased to 5.6% from 4.9% last year, bringing its global ranking up to fifth. As at 16 September 2012, TCL Multimedia has shipped over 10 million LCD TVs in 2012 this year to date. With its constant technological innovation and core competitiveness establishment, TCL has achieved rapid growth in the global market, especially in emerging markets, with its LCD TV sales in the overseas markets up by 80% in the first eight months compared to the previous year. TCL's brand incorporates the elements of "Innovation, Dedication and Courage to break through" and impacts more and more customers in different countries and regions around the world.

TCL's 2012 Brand Value Certificate



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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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