

For Immediate Release

TCL Multimedia LCD TV Monthly Sales Hit Record High in September to 1,895,888 sets

LCD TV sales volume in the PRC Market and the Overseas Markets up 37.5% and 55.8% year-on-year, respectively

(October 10, 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 September 2012.

The Group’s monthly sales volume of LCD TV in September 2012 achieved a record high of 1,895,888 sets after December 2011 which had reached 1,555,872 sets, up 43.8% year-on-year, of which the overall sales volume of LED backlight LCD TV reached 1,525,610 sets in September. The proportion of the sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume increased to 80.5%. Overall sales volume of LCD TV for the first nine months exceeded 10 million sets and reached 10,849,102 sets, up 51.5% year-on year, while the proportion of the sales volume of both smart & internet TV and 3D TV as a percentage of the total LCD TV sales volume increased substantially.

In the PRC Market, TCL Multimedia grew its LCD TV sales volume steadily on the back of ongoing improvements to its product mix, product differentiation, and the strong market reception to its newly launched products. As a result, 1,190,099 sets of LCD TVs were sold in September, up 37.5% year-on-year. The sales volume of LED backlight LCD TV reached 1,017,140 sets, accounting for 85.5% of the total LCD TV sales volume in the PRC market. The Group also actively promoted 3D TV and smart & internet TV. The sales volume of smart & internet TV and 3D TV reached 556,610 sets and 370,686 sets, respectively, accounting for 46.8% and 31.1% of the total LCD TV sales volume in the PRC Market respectively.

In the Overseas Markets, LCD TV sales volume increased by 55.8% year-on-year to 705,789 sets in September. In the Emerging Markets, TCL Multimedia actively expanded its LCD TV, especially LED backlight LCD TV businesses, while continuously increasing the proportion of its high-end TV products, reinforcing sales channels and stepping up marketing efforts. As a result, sales volume of LCD TV in the Emerging Markets increased by 58.3% to 449,182 sets in September. The sales volume of LCD TV in strategic OEM business also grew steadily. The fast-growing Emerging Markets continue to be the Group’s major overseas market, and have become the key growth driver alongside the PRC Market.

The Group sold 1,519,753 sets of AV products in September, down 39.8% from the same period of the previous year.

September 2012 (Unaudited sales volume)

	2012	2011	Change	2012	2011	Change
	September	September	(%)	Jan - Sept	Jan - Sept	(%)
LCD TV	1,895,888	1,318,624	43.8%	10,849,102	7,160,415	51.5%
Of which:						
LED backlight LCD TV	1,525,610	622,573	145.0%	7,731,551	2,708,559	185.4%
Smart & internet TV	567,021	260,896	117.3%	2,612,966	893,981	192.3%
3D TV	374,138	92,733	303.5%	1,295,340	192,850	571.7%
CRT TV	149,431	388,462	-61.5%	1,657,753	3,342,749	-50.4%
Total TV Sales	2,045,319	1,707,086	19.8%	12,506,855	10,503,164	19.1%
AV Products	1,519,753	2,523,818	-39.8%	11,115,073	15,588,776	-28.7%

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.

~ End ~

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>.

Investor & Media Inquiries

For further enquiries, please contact Hill + Knowlton Strategies Asia:

Email: tclmultimedia@hkstrategies.com

James Wong

Tel: (852) 2894 6216

Cindy Shi

Tel: (852) 2894 6372