

(For Immediate Release)

TCL Multimedia's Vertically Integrated LCD TV Plant in Inner Mongolia Commences Production

Expected Annual Capacity of up to 3 million sets of LCD TVs

(October 30, 2012, Hong Kong) –**TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to announce that the establishment of its vertically integrated LCD TV plant in Inner Mongolia, the PRC, in which the Group has invested, has been successfully completed and production has commenced. The commencement of production of the plant will further enhance the Group’s production capacity to meet the rapid growth in demand for LCD TV sales.

Located in the Hongsheng Industrial Park in Hohhot, Inner Mongolia, the plant occupies a total area of 133,300 square meters and is equipped with 6 LCD TV production lines, 4 vertically integrated backlight module lines and ancillary facilities. The Group commenced construction of the plant in August 2011 and took 14 months as planned to complete the first phase, which has a total annual capacity of 3 million 18-Inch to 65-inch LCD TV sets.

TCL Multimedia currently has manufacturing bases in various sites in the PRC, including Chengdu in Sichuan Province, Huizhou in Guangdong Province and Xinxiang in Henan Province. The commencement of production of the plant in Inner Mongolia will optimize TCL Multimedia’s LCD industry chain layout in the PRC, which not only reduces the customer response time, streamlines logistical processes and offers better services to customers in Northern China, but also enhances operational efficiency and further consolidates the Group’s leading market position in the PRC Market.

Mr. Li Dongsheng, Chairman of TCL Multimedia said, “The completion and commencement of production of the vertically integrated LCD TV plant in Inner Mongolia will boost TCL Multimedia’s advantage in LCD TV manufacturing. This, together with the early attainment of the target production capacity of 8.5 generation LCD panels at China Star Optoelectronics Technology, will further realize the synergy effects from vertical integration to enhance the Group’s core competitive advantage in the global LCD TV market. The Group will continue to accelerate the upgrading of the industry and to implement a development strategy that focuses on ‘integration, innovation and internationalization’ in order to create better returns for its shareholders.”

**The Commencement of Production Ceremony in Hohhot, Inner Mongolia on
30 October 2012**



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About TCL Multimedia

Headquartered in China, TCL Multimedia Technology Holdings Limited (stock code: 01070.HK) 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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