

For Immediate Release

TCL Multimedia LCD TV sales volume up 39.1%, reached 1,332,926 sets in October

LCD TV sales volume in the PRC Market and the Overseas Markets up 49.5% and 27.4% year-on-year, respectively

(November 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 October 2012.

The Group’s monthly sales volume of LCD TV in October 2012 achieved 1,332,926 sets, up 39.1% year-on-year, of which the overall sales volume of LED backlight LCD TV reached 1,052,581 sets in October. The proportion of the sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume achieved 79.0%. **Overall sales volume of LCD TV for the first ten months was up 50.0% year-on-year to 12,182,028 sets, exceeding the total LCD TV sales volume of last year.**

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, strengthening its distribution channels and marketing efforts. As a result, 754,161 sets of LCD TVs were sold in October, up 49.5% year-on-year. The sales volume of LED backlight LCD TV increased by 180.2% year-on-year to 650,365 sets, accounting for 86.2% 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 407,857 sets and 241,096 sets, respectively, accounting for 54.1% and 32.0% of the total LCD TV sales volume in the PRC Market respectively.

In the Overseas Markets, LCD TV sales volume increased by 27.4% year-on-year to 578,765 sets in October. 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 46.3% to 315,830 sets in October, of which sale volume of LED backlight LCD TV even surged by 180%. Sales volume of LCD TV in the European Markets increased by 40.9%. The sales volume of LCD TV in strategic OEM business also grew steadily. The Emerging Markets remain the Group’s major overseas market in terms of sales volume, and have become a growth driver to its business in addition to the PRC Market.

The Group sold 1,194,332 sets of AV products in October, down 37.2% from the same

period of the previous year.

October 2012 (Unaudited sales volume)

	2012	2011	Change	2012	2011	Change
	October	October	(%)	Jan - Oct	Jan - Oct	(%)
LCD TV	1,332,926	958,592	39.1%	12,182,028	8,118,837	50.0%
Of which:						
LED backlight LCD TV	1,052,581	409,424	157.1%	8,784,132	3,117,983	181.7%
Smart & internet TV	445,966	168,944	164.0%	3,061,484	1,062,925	188.0%
3D TV	244,615	39,167	524.5%	1,539,955	232,017	563.7%
CRT TV	116,052	277,231	-58.1%	1,773,805	3,619,980	-51.0%
Total TV Sales	1,448,978	1,235,823	17.2%	13,955,833	11,738,817	18.9%
AV Products	1,194,332	1,903,239	-37.2%	12,309,405	17,492,015	-29.6%

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>.

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