



*For Immediate Release*

## **TCL is named one of the “Top 50 Global Consumer Electronics Brand 2012” at the 46th Consumer Electronics Show in the US**

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### **TCL Receives “Smart Cloud TV of the Year” Product Award**

(10 January 2013, Hong Kong) – TCL Multimedia Technology Holdings Limited (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to announce that TCL has been again named one of the “Top 50 Global Consumer Electronics Brand 2012” at the 46th Consumer Electronics Show (“CES”) held in the United States of America this year. This recognition has illustrated the ascendance of TCL’s position in the domestic market in China and the world markets, and its brand influence to the next level.

TCL is the Chinese enterprise that has won the most number of awards in the CES award presentation ceremony this year. It is the fifth consecutive year that TCL is named one of the “Top 50 Global Consumer Electronics Brand” and “Top 10 Chinese Consumer Electronics Brand”. It has also received “Smart Cloud TV of the Year” award, the most important product award of all presented in the event.

In addition, the latest technological achievement of TCL Multimedia – V101A-3D ultra high definition television – has received “Smart Cloud TV of the Year” award. With high quality display effects and sound system, this product features not only a 11.5 mm ultra-slim shape, but also the most advanced simplified smart applications developed by TCL Multimedia. It is also equipped with personalized information windows, simple yet personalized main interfaces, a smart touch remote control, meticulous acoustic designs, as well as the best product outlook designed in perfect dimensions.

Mr. Zhao Zhongyao, Chief Executive Officer of TCL Multimedia said, “TCL Multimedia has been introducing its innovative technology products in CES every year. The scale of our exhibits this year is the largest ever seen in CES, allowing us to showcase to the world branding and product development capabilities of Chinese brands. Looking ahead, we will continue to enhance our product design and development capabilities with an aim to achieve innovations and breakthroughs. Meanwhile, we will continue to improve our operational efficiency and fully leverage the industry chain advantage brought about by the 8.5th generation production line developed by Shenzhen China Star Optoelectronics Technology Co., Ltd to improve our overall competence.”

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Photo: Mr. Liang Qichun, Vice President and General Manager of Brand Management Center of TCL Corporation, receives the award.



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### **About TCL Multimedia**

Headquartered in China, TCL Multimedia Technology Holdings Limited (HKSE stock code: 01070) is one of the leading players in the global TV industry. TCL Multimedia is engaged in research and development, manufacturing and distribution of consumer electronic products comprising television and audio visual products. Its ultimate shareholder is TCL Corporation. According to the latest DisplaySearch report, the Group's global LCD TV market share increased from 5.0% in the second quarter of 2012 to 6.7% in the third quarter of 2012, thereby lifted its global ranking to the fourth. The Group has maintained its No.1 position in the LCD TV market in China with a market share of 18.7%.

For more information, please visit its website: <http://multimedia.tcl.com>.

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