



For Immediate Release

TCL Multimedia's Monthly Sales Volume of LCD TV in January Hits New Record

* * * * *

LCD TV Sales Volume Up 52.7% Year-on-Year to 2,013,972 Sets

(6 February 2013, 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 January 2013.

The Group's monthly sales volume of LCD TV in January 2013 reached 2,013,972 sets, up 52.7% year-on-year, hitting a new monthly sales record. Of which, the overall sales volume of LED backlight LCD TV reached 1,786,524 sets in January. The proportion of the sales volume of LED backlight LCD TV as a percentage of the total LCD TV sales volume achieved 88.7% for the month.

In the PRC Market, TCL Multimedia continued to optimize its product mix, promote product differentiation, and strengthen its distribution channels as well as marketing efforts. Coupled with Chinese New Year's peak season effect, 1,552,882 sets of LCD TVs were sold in January with a year-on-year increase of 92.0%. Sales volume of LED backlight LCD TV increased by 179.5% year-on-year to 1,424,287 sets, accounting for 91.7% of the total LCD TV sales volume in the PRC market. In addition, smart TVs and 3D TVs were well received in the PRC Market. The sales volumes of smart TV and 3D TV reached 327,752 sets and 466,710 sets, accounting for 21.1% and 30.1%, respectively, of the total LCD TV sales volume in the market.

Due to a comparatively higher base in 2012 and a decline in sales volume in the Strategic OEM business, LCD TV sales volume in Overseas Markets decreased by 9.6% year-on-year to 461,090 sets in January. Nevertheless, with our continuous market development efforts particularly in the Emerging Markets, sales volume of LCD TV increased by 2.2% to 323,486 sets in January. Of which, the proportion of LED backlight LCD TV increased to 76.1% from 53.0% of same period last year in the Emerging Markets. TCL Multimedia is confident that the Group will achieve healthy quality growth in the Overseas Markets in 2013.

The Group sold 1,235,509 sets of AV products in January, up 29.3% from the same period of the last year. It is primarily driven by products transformation improvement.

iPR *Agility*



January 2013 (Unaudited sales volume):

	January 2013	January 2012	Change (%)
LCD TV	2,013,972	1,319,193	52.7%
Of which: LED backlight LCD TV	1,786,524	804,749	122.0%
Smart TV	335,205	53,330	528.5%
3D TV	473,665	102,313	363.0%
CRT TV	142,158	314,812	-54.8%
Total TV Sales	2,156,130	1,634,005	32.0%
AV Products	1,235,509	955,893	29.3%

Note: Starting from the year of 2013, TCL Multimedia has adopted a practice of announcing monthly sales volumes of 3D TV and smart TV. Sales volume of Internet TV is not included in the sales volume figure of smart TV and Internet TV.

~ End~

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 the 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 in 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>.

For further information, please contact:

iPR Ogilvy Ltd.

Juliana Li / Kiki Zhang

Tel : (852) 2169 0467 / 3920 7626

Email : tclmultimedia@iprogilvy.com

