



(For Immediate Release)

**TCL Multimedia Sealed Strategic Alliance with Baidu's iQIYI
In Launching the Cross-industry and Innovative "TCL-iQIYI TV+"**

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Pioneered a New Trend for the Cross-Industry Smart Cloud Products

(3 September 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia" or "the Group", HKSE stock code: 01070) today announced its strategic alliance with iQIYI, a leading online video platform under Baidu, Inc ("Baidu") to launch a cross-industry and innovative new product "TCL-iQIYI TV+" ("TV+") at its "TV+, Let's Play For Real --- TCL-iQIYI TV Press Conference" hosted in Beijing. The event saw participation of Mr. Li Dongsheng, Chairman of TCL Multimedia, Mr. Li Yanhong, Chairman and Chief Executive Officer of Baidu, Mr. Hao Yi, Chief Executive Officer of TCL Multimedia and other senior management members. The new product has pioneered a new trend for the cross-industry smart cloud products.

Custom-made for the Internet-savvy families in China, TV+ embodies an innovation in video content provision, broadcast technologies and interactive control experiences. It is also the first smart TV product to have truly incorporated Internet DNA into the backbone functions. TV+ features a 5.9 mm ultra-narrow rim and an ultra-thin body of 29 mm in thickness. It is equipped with a top-end dual-core processor and runs on the Android 4.2.2 operating system. Also, the product also features an independent four-speaker sound system with two bass units in the middle and two treble units on two sides to establish surround-effect ambience for an authentic three-dimensional listening experience. Meanwhile, users of TV+ are entitled to permanent accesses to over 200,000 selected high-definition video content items, popular movie titles and drama series free of charge and updated daily. In addition, users are able to operate TV+ with their verbal commands, with fully voice operated content searches, channel switches and verbal-activated targeted controls, all industry-leading operating systems.

In the restructuring transformation of the TV industry in China into the next level, TCL Multimedia has secured a leading position in the industry. In addition to the launch of "iCE SCREEN" by the Group and Tencent in August last year, the Group partnered with leading information technology firms Intel and Google to launch a number of applications and service platforms for smart Cloud TVs at the beginning of this year. These have showcased the high recognition among the Internet industry and the consumers for the Group's technology strengths.

In cooperating with iQIYI, TCL Multimedia has pioneered a new a trend in the industry for its full incorporation of the Internet business model in the areas of product research and development, integration of resources, sales and marketing and promotion platforms. The success made in this joint effort will speed up TCL Multimedia's amalgamation of technologies and business operation experiences, and will instill new elements of information technology into the business and branding of a traditional TV manufacturer to foster a new cutting-edge and industry-leading brand identity.

Mr. Hao Yi, Chief Executive Officer of TCL Multimedia said, "With the cooperation with iQIYI and Baidu, we have become the first Chinese TV maker to have incorporated the Internet business model into the conventional TV business. The launch of TV+ has not just reinforced our leading product strengths, but has strengthened the application of information technologies in our operations. This has established a firm footing in consolidating the Group's presence in the league of world-class TV brands and has significantly accelerated its incorporation of information technologies in the conventional TV business."

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TCL Multimedia and iQIYI jointly announced at the press conference that the first batch of TV+ will be available for sales at 360buy, Limited (www.360buy.com), a business-to-customer online shopping website, at the midnight on the 4 September 2013 at a suggested retail price of RMB4,567.

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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 the research and development, manufacturing and distribution of consumer electronic products. Its ultimate holding company is TCL Corporation. According to the latest DisplaySearch report, the Group's global LCD TV market share increased from 5.8% in 2012 to 7.3% in the first quarter of 2013, thus lifting its global ranking to No.3. The Group remained the No.1 position in the LCD TV market in the PRC with a market share of 20.2%.

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

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