



(For Immediate Release)

**TCL Multimedia Debuted its Latest Game products
at Global Mobile Game and Channel Conference**

**In a Cross-industry Collaboration with
China Unicom Broadband, ATET, JD.com and Gameloft
to Establish “TCL Game TV Ecosystem Strategic Alliance”**

(25 March 2014, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) joined forces with China Unicom Broadband, ATET to host with pride “National Game Products Public Testing Conference and Dual Screen Integrated Platform Product Launch Conference” at the Ninth Global Mobile Game and Channel Conference (TFC) yesterday. The three companies, together with JD.com and the world’s top video game developer Gameloft, jointly established a “TCL Game TV Ecosystem Strategic Alliance” in a move that officially declared the TV enterprise TCL Multimedia to extend its foothold in the game industry.

At the press conference, the Group unveiled several new products, including TCL Game TV E5700, E6700 as well as its latest game player T². Equipped a powerful dual-core CPU and a quad-core GPU, TCL Game TV series comprises six models with panels sized from 40 inches to 65 inches. The series pioneered an application of 3M picture quality enhancement optical films that realized over 138% 4K quality enhancement, bringing to users ultra-high-speed game experiences on ultra high-definition large-size display screens. Featuring a quad-core processor, an eight-core GPU, an internal memory capacity of 16GB, and 1080P full high-definition HDMI perfect output, T² offers users exquisite audio and video experiences. The joystick that goes with T² is compatible with Android games on mobile handsets, allowing all Android games to be played on TVs, thereby solved a major compatibility and handling issue for games on different platforms. When connected to the Internet, TCL Game TV allow many users using many device in different locations to play the same game in the same local area network, pushing the boundaries imposed by localized game consoles.

Furthermore, TCL Multimedia, China Unicom Broadband, ATET, JD.com and Gameloft jointly initiated a “TCL Game TV Ecosystem Strategic Alliance”, seeking to groom it into the strongest game ecosystem in the industry. As a manufacturer of terminals, TCL is responsible for hardware manufacturing and operation. ATET and China Unicom Broadband will be the platform operators and work with TCL to develop a dual-screen integrated game platform. Gameloft, as a major content provider, will provide major hardcore games for exclusive debuts on TCL game products on an ongoing basis. JD.com will be the exclusive sales channel for products on debut.



Mr. Alix Cloux, the Director of Gameloft (China) said, "As the world's leading game content provider, Gameloft picked TCL because we see TCL's leadership strength as the No.1 TV brand in China, as well as its market position and rich user base in the smart TV industry. In the upcoming future, Gameloft will provide more game masterpieces for global debuts on TCL game products and continue to exclusively bring surprises to users of TCL game products."

Mr. Hao Yi, the Chief Executive Officer of TCL Multimedia said, "On the heels of huge successes of cross-industry products such as TCL iQiyi, TCL Multimedia sees extending its foothold in the game industry an important direction to transform towards Internet and entertainment orientations. The launch of this game hardware product series is also an important move under TCL Multimedia's 'Double+ Strategy'. We strive to create a new business growth driver for TCL through the penetration in the game industry, exploring the Blue Ocean in the game entertainment market. We are confident about staying on the cutting edge of cross-industry innovations with a goal to groom TCL Multimedia into a global multimedia entertainment technology company."

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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 ranked No.3 in the global LCD TV market share with a 6.8% market share in 2013. The Group remained its No.1 position in the PRC LCD TV market with a market share of 18.1%.

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

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