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TCL MULTIMEDIA TECHNOLOGY HOLDINGS LIMITED

TCL 多媒體科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 01070)

CHANGES OF IMPORTANT EXECUTIVE FUNCTIONS

The Board of the Company announces the following:

- (1) Mr. Leong Yue Wing will cease to be the CEO of the Company upon expiry of his two years CEO service contract with the Company on 30 September 2009 in order to devote more time to his family in Singapore. He will subsequently be appointed as a senior consultant of the Company for the term from 1 October 2009 to 31 March 2010, so as to assist the new CEO for the transition; and
- (2) Mr. Yu Guanghui, an executive director and the president of the Company, will become the CEO of the Company with effect from 1 October 2009.

RE-DESIGNATION FROM CEO TO SENIOR CONSULTANT - MR. LEONG YUE WING

The board (the “Board”) of directors of TCL Multimedia Technology Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) announces that Mr. Leong Yue Wing (“Mr. Leong”) will cease to be the Chief Executive Officer (“CEO”) of the Company upon expiry of his two years CEO service contract with the Company on 30 September 2009 in order to devote more time to his family in Singapore. Mr. Leong will subsequently be appointed as a senior consultant of the Company for the term from 1 October 2009 to 31 March 2010, so as to assist the new CEO for the transition. He will remain as an executive director of the Company until expiry of his consultancy contract.

During his tenure of services with the Group as the CEO, Mr. Leong has successfully led the Group to achieve a remarkable turnaround and smooth business transformation. The Board would like to take this opportunity to thank Mr. Leong for his invaluable contributions to the Group.

BECOMING CEO - MR. YU GUANGHUI

The Board is pleased to announce that Mr. Yu Guanghui (“Mr. Yu”), an executive director and the president of the Company, will become the CEO of the Company with effect from 1 October 2009.

Mr. Yu is an executive director and the president of the Company. He was one of the founders of TCL’s early Color TV production base. Mr. Yu graduated from the Shanxi Normal University with a Master’s degree in Physics, and holds a MBA degree from Peking University and an EMBA degree from Cheung Kong Graduate School of Business. He has rich management experience in material procurement, manufacturing, product management, business development and co-operation with world class companies.

The Board would like to extend its congratulations to Mr. Yu on his appointment.

On behalf of the Board

Li Dongsheng

Chairman

Hong Kong, 7 September 2009

As at the date of this announcement, the Board comprises LI Dongsheng, LEONG Yue Wing, YU Guanghui, SHI Wanwen, HUANG Xubin and XU Fang as executive directors, Albert Thomas DA ROSA, Junior as a non-executive director and TANG Guliang, Robert Maarten WESTERHOF and WU Shihong as independent non-executive directors.