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TCL COMMUNICATION TECHNOLOGY HOLDINGS LIMITED

TCL 通訊科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 02618)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the Shareholders and potential investors that the Group is expected to record (i) a substantial increase in its operating profit and net profit for the three months ended 30 June 2010 as compared to that recorded for the three months ended 31 March 2010 and (ii) a significant profit for the six months ended 30 June 2010 as compared to the loss recorded for the corresponding period ended 30 June 2009.

Shareholders of and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

The board of directors (the "Board") of TCL COMMUNICATION TECHNOLOGY HOLDINGS LIMITED (The "Company" and together with its subsidiaries, the "Group") wishes to inform the Company's shareholders (the "Shareholders") and potential investors that the Group is expected to record (i) a substantial increase in its operating profit and net profit for the three months ended 30 June 2010 as compared to that recorded for the three months ended 31 March 2010 and (ii) a significant profit for the six months ended 30 June 2010 as compared to the loss recorded for the corresponding period ended 30 June 2009. Such increases in profit would be mainly attributable to the enhanced product competitiveness of the Group and the expanded market segment and customer base of the Group.

As the Company is still in the course of preparing its results for the three months and six months ended 30 June 2010, the information contained in this announcement is only based on the preliminary assessment by the Board with reference to the management accounts of the Group and the latest operation data available, which have not been audited or confirmed by the Company's auditors. The unaudited consolidated results of the Group for the three months and six months ended 30 June 2010 are expected to be announced by the Company on 27 August 2010.

The Company is a subsidiary of TCL Corporation, a joint stock company established

under the laws of the PRC, the shares of which are listed on the Shenzhen Stock Exchange. The purpose of this announcement is also to disclose simultaneously the information required to be disclosed by TCL Corporation for its compliance of the Shenzhen Stock Exchange requirement.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board
Li Dongsheng
Chairman

Hong Kong, 14 July 2010

As at the date of this announcement, the Board comprises Mr. Li Dongsheng and Mr. Guo Aiping, being the executive directors; Mr. Bo Lianming, Mr. Huang Xubin and Ms. Xu Fang being the non-executive directors; Mr. Lau Siu Ki, Mr. Liu Chung Laung and Mr. Shi Cuiming, being the independent non-executive directors.