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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 a significant increase in its net profit for the six-month period ended 30 June 2011 as compared to the corresponding period in 2010.

Shareholders 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 after preliminary review by the Group's management of the consolidated management accounts of the Group for the six-month period ended 30 June 2011, the Group is expected to record a significant increase in its net profit for the six-month period ended 30 June 2011 as compared to the corresponding period in 2010. The profit increase would be mainly attributable to continuing improvement of operating results of the Group as a result of its successful geographic expansion into new and high potential markets, together with the successes of "Step-up" product strategy and efforts in brand building and ODM development. During the six-month period ended 30 June 2011, the Group was able to stay ahead of the changing market environment and created a sustained growth in demand for the Group's handsets and other products.

As the Company is still in the process of finalizing the results of the Group for the six-month period ended 30 June 2011, the information contained in this announcement is only based on a preliminary assessment by the Board with reference to the management accounts of the Group and the information available for the time being, but not on any data or information audited or reviewed by the auditors of the Company. The unaudited consolidated results of the Group for the six-month period ended 30 June 2011 are expected to be announced by the Company in August 2011.

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, 7 July 2011

As at the date of this announcement, the Board comprises Mr. LI Dongsheng, Mr. GUO Aiping and Mr. WANG Jiyang, being the executive directors; Mr. BO Lianming, Mr. HUANG Xubin and Ms. XU Fang, being the non-executive directors; Mr. LAU Siu Ki, Mr. LOOK Andrew and Mr. KWOK Hoi Sing, being the independent non-executive directors.