



## SKYWORTH DIGITAL HOLDINGS LIMITED

(創維數碼控股有限公司)\*

(於百慕達註冊成立之有限公司)

(Stock Code: 0751)

### ANNOUNCEMENT

#### UPDATE ON THE TRADING STATUS OF THE GROUP

The board of directors (the "Board") of Skyworth Digital Holdings Limited (the "Company", together with its subsidiaries, the "Group") announces that, based on the unaudited management reports of the Company, the Group recorded a decrease of 24.3% in its total sales volume of television sets in February 2008 as compared with that in February 2007. Such decrease included a decrease of 42.4% in the sales volume of television sets for the China market and a significant increase of 215.6% in the overseas market.

Comparing with the result in February 2007, the sales volume of high-definition television sets with cathode ray tubes ("HDTV-CRT") for the China market decreased by 29.9% in February 2008, whilst the sales volume of liquid crystal display television sets ("LCD-TV") and plasma television sets ("Plasma TV") recorded a decrease of 20.1%. Lunar New Year arrived two weeks earlier in February this year and therefore sales of the month is expected to be lower than that in February 2007. In addition, the unexpected snowstorms happened in China slowed down low-end television set sales in some rural areas

In the eleven months ended 29 February 2008, the Group has achieved in the China market 95.7% of its annual target of 6.5 million units of television sets and has achieved 89.4% of its annual target of 1.2 million units of LCD TV.

Set out below is a summary of the Group's sales volume of television sets for February 2008 and February 2007, and for April 2007 to February 2008 and April 2006 to February 2007, based on the unaudited management reports of the Company:

	February 2008	February 2007	February 2008 vs. February 2007	April 2007 to February 2008	April 2006 to February 2007	April 2007 to February 2008 vs. April 2006 to February 2007
	Unit ('000)	Unit ('000)	Increase/ (Decrease)	Unit ( '000)	Unit ( '000)	Increase/ (Decrease)
<b>Television sets</b>						
<b>China market</b>	342	594	(42.4%)	6,220	6,554	(5.1%)
which comprises:						
- HDTV-CRT	94.7	135.1	(29.9%)	1,458.8	1,534.1	(4.9%)
- LCD-TV and plasma TV	56.6	70.8	(20.1%)	1,072.9	657.4	63.2%
<b>Overseas market</b>						
(Note)	142	45	215.6%	1,488	1,605	(7.3%)
	484	639	(24.3%)	7,708	8,159	(5.5%)

Notes: The sales volume of television sets for overseas markets includes sales volume of products in semi-knocked down form.

For and on behalf of the Board  
**Skyworth Digital Holdings Limited**  
**Leung Chi Ching, Frederick**  
Executive Director

Hong Kong, 13 March 2008

As at the date of this announcement, the Board comprises Mr. Zhang Xuebin as executive Chairman of the Board and executive Director, Ms. Ding Kai, Mr. Leung Chi Ching, Frederick, Ms. Lin Wei Ping and Mr. Yang Dongwen as executive Directors and Mr. So Hon Cheung, Stephen, Mr. Li Weibin and Mr. Xie Zhengcai as independent non-executive Directors.

\* For identification purpose only