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SKYWORTH DIGITAL HOLDINGS LIMITED

(創維數碼控股有限公司)*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00751)

**ANNOUNCEMENT
TV SALES IN JUNE 2012**

The China TV business unit of the Group recorded 10% and 18% year-on-year growth in its sales volume of Flat Panel TV in June 2012 and in April to June 2012. It recorded year-on-year growth of 131% and 155% in its sales volume of LED LCD TV, which included year-on-year growth of 414% and 891% in its sales volume of 3D LED LCD TV, in June and in April to June 2012, respectively. Sales volume of LED LCD TV accounted for approximately 85% in April to June 2012, compared to 39% in the same period last year, of the sales volume of Flat Panel TV.

Sales volume of 3D LCD TV (including LED and CCFL backlight) accounted for approximately 40% in April to June 2012, compared to 13% in the same period of last year, of its Flat Panel TV sales volume of the business unit. Other LED TV accounted for approximately 47% compared to 35% in April to June 2011.

Sales volume of Cloud TV reached 7% and 6% of its Flat Panel TV sales volume in June 2012 and in April to June 2012, respectively.

In June 2012 and in April to June 2012, the China TV business unit recorded total TV sales volume year-on-year growth of 10% and 17%, respectively, and total TV sales revenue growth of 5% and 13% year-on-year, respectively.

In May 2012 and for the 12 months ended 31 May 2012, the China TV business unit ranked at number 1 in both sales volume and revenue market shares, respectively, in mainland China LCD TV market and China 3D LCD TV market.

In June and April to June 2012, the overseas TV business unit of the Group recorded year-on-year growth of approximately 162% and 125%, respectively, in Flat Panel TV sales volume and year-on-year growth of approximately 68% and 64%, respectively, in total sales revenue.

The Group recorded overall TV sales volume growth of 19% and 13% year-on-year in June 2012 and from April to June 2012, respectively. It recorded overall TV sales revenue year-on-year growth of approximately 10% and 16% in June 2012 and in April to June 2012, respectively.

TV SALE IN JUNE 2012

The board of directors (the "Board") of Skyworth Digital Holdings Limited (the "Company", together with its subsidiaries, the "Group") wishes to present the following unaudited figures relating to the Group's sale of television sets ("TV"):

	June 2012	June 2011	June 2012 vs. June 2011	April to June 2012	April to June 2011	April to June 2012 vs. April to June 2011
	Unit ('000)	Unit ('000)	Increase/ (Decrease)	Unit ('000)	Unit ('000)	Increase/ (Decrease)
TV sales volume						
China TV business unit (Note 1)	405	369	10%	1,542	1,313	17%
which comprises:						
- Flat Panel TV (Note 2)	405.2	367.5	10%	1,542.1	1,308.9	18%
- LED LCD TV	345.2	149.4	131%	1,309.1	513.7	155%
- Cloud TV	29.3	0.0	n/a	99.1	0.0	n/a
- 3D LED LCD TV	117.1	28.5	311%	477.7	58.2	721%
- Other LED LCD TV	198.8	120.9	64%	732.3	455.5	61%
- Other Flat Panel TV	60.0	218.1	(73%)	233.0	795.2	(71%)
- 3D CCFL LCD TV	13.3	32.2	(59%)	46.8	114.6	(59%)
- Other Flat Panel TV	46.7	185.9	(75%)	186.2	680.6	(73%)
- CRT TV (Note 2)	0.0	1.2	(100%)	0.0	4.0	(100%)
Overseas TV business unit (Note 3)	142	90	58%	394	395	0%
which comprises:						
- Flat Panel TV	123.7	47.2	162%	322.4	143.4	125%
- LED LCD TV	107.9	19.1	465%	241.2	94.5	155%
- Other Flat Panel TV	15.8	28.1	(44%)	81.2	48.9	66%
- CRT TV	18.7	43.1	(57%)	71.7	252.0	(72%)
Total TV sales volume	547	459	19%	1,936	1,708	13%
TV sales revenue						
China TV business unit (Note 1)			5%			13%
Overseas TV business unit (Note 3)			68%			64%
Total TV sales revenue			10%			16%

Note 1: The TV sales volume or revenue of the China TV business unit relates to sale of TV, all under **Skyworth** brand, entirely in mainland China market.

Note 2: Flat Panel TV refers to TV with liquid crystal display ("LCD TV") and light emitting diode backlights ("LED"), LCD TV with cold cathode fluorescent lamp backlights ("CCFL"), LCD TV with three dimensional ("3D") display technology, 3D LED LCD TV using cloud computing and storage technology ("Cloud TV") and also TV with plasma panels. CRT TV refers to TV with cathode ray tubes ("CRT").

Note 3: The great majority of TV manufactured by the overseas TV business unit is manufactured for foreign TV brands owned by third parties for sale in overseas and mainland China markets. The business unit also designs, manufactures and sells TV under **Skyworth** brand in Hong Kong, Macau and overseas markets, the volume and amount of which are currently insignificant. Furthermore, the sales volume or revenue of the overseas TV business unit includes that relating to TV sold in complete-knocked down and semi-knocked down forms.

China TV Business Unit

TV Sales Volume

The China TV business unit of the Group recorded year-on year growth of 10% and 18% in its sales volume of Flat Panel TV (mostly CCFL and LED LCD TV) in June 2012 and in April to June 2012.

Product mix of Flat Panel TV continues to upgrade from CCFL to LED LCD TV. The China TV business unit recorded 131% and 155% year-on-year growth in its sales volume of LED LCD TV, which included 414% and 891% year-on-year growth in its sales volume of 3D LED LCD TV, in June and in April to June 2012, respectively. Sales volume of LED LCD TV accounted for approximately 85% in April to June 2012, compared to approximately 39% in the same period last year, of the sales volume of Flat Panel TV.

Sales volume of 3D LCD TV (including those with CCFL and LED) in June 2012 accounted for approximately 39% of the sales volume of Flat Panel TV compared to 17% in June 2011. Sales volume

of 3D LCD TV accounted for approximately 40% of the sales volume of Flat Panel TV in April to June 2012, compared to 13% in the same period of last year.

The China TV business unit has launched Cloud TV since August 2011. Sales volume of Cloud TV in the business unit in June 2012 reached 7% of its Flat Panel TV sales volume compared to 8% in May 2012. In April to June, 2012 Cloud TV accounted for 6% of its Flat Panel TV sales volume. Gross profit margin of Cloud TV is generally higher than that for TV without cloud function.

Sales volume of other LED LCD TV represented approximately 49% in June 2012 versus approximately 33% in June 2011, of the sales volume of Flat Panel TV. It represented approximately 47% in April to June 2012 of the sales volume of Flat Panel TV versus approximately 35% in the same period of last year.

The total TV sales volume of the business unit in June 2012 and in April to June 2012 increased by 10% and 17%, respectively, on a year-on-year basis.

TV Sales Revenue

The China TV business unit recorded year-on-year revenue growth of 5% and 13% in June 2012 and in April to June 2012, respectively.

TV Market Shares

According to the extrapolated TV sales data based on the market survey covering 711 cities and 6,023 retail terminals in mainland China performed by All View Consulting Co., Ltd. (a market research and marketing consulting company focusing on consumer electronic and home appliance industry, the establishment of which was initiated and advocated by China Video Industry Association in China) the Group's market shares among local and foreign TV brands in mainland China for the 12 months ended 31 May 2012 are as follows:

	Ranking	Market share
All TV		
- Volume	1	15.4%
- Revenue	2	14.2%
LCD TV (included CCFL and LED LCD TV)		
- Volume	1	16.8%
- Revenue	1	15.7%
3D TV (included CCFL and LED LCD TV)		
- Volume	1	26.9%
- Revenue	1	21.9%

The Group's market shares for May 2012 are as follows:

	Ranking	Market share
All TV		
- Volume	1	15.4%
- Revenue	1	14.9%

LCD TV (included CCFL
and LED LCD TV)

- Volume	1	16.3%
- Revenue	1	16.0%

3D TV (included CCFL and
LED LCD TV)

- Volume	1	25.0%
- Revenue	1	21.1%

Overseas TV Business Unit

TV Sales Volume

Growth of 162% and 125% in sales volume of Flat Panel TV was recorded by the overseas TV business unit of the Group in June 2012 and in April to June 2012, respectively, on a year-on-year basis. Out of which, year-on-year growth in sales volume of LED LCD TV was 465% and 155% in June 2012 and in April to June 2012, respectively, compared with that in the same periods of last year.

The total TV sales volume of the business unit in June 2012 and in April to June 2012 increased by 58% and almost unchanged, respectively, on a year-on-year basis.

TV Sales Revenue

Owing to the significant year-on-year growth of Flat Panel TV sales volume in June 2012 and in April to June 2012, the sales revenue of the overseas TV business unit increased by 68% and 64% in June 2012 and in April to June 2012, respectively, on a year-on-year basis.

Overall TV Sales Volume & Revenue

The total TV sales volume of the Group in June 2012 and in April to June 2012 increased by 19% and 13%, respectively, on a year-on-year basis. The Group recorded growth of 10% and 16% in its overall TV sales revenue in June 2012 and in April to June 2012, respectively, on a year-on-year basis.

Please note that all data above are unaudited and therefore may differ from the audited data.

For and on behalf of the Board
Skyworth Digital Holdings Limited
Leung Chi Ching, Frederick
*Executive Director, Chief Financial Officer
& Company Secretary*

Hong Kong, 9 July 2012

As at the date of this announcement, the Board comprises Mr. Zhang Xuebin as the executive chairman of the Board, Mr. Yang Dongwen as executive director and the chief executive officer, Ms. Lin Wei Ping, Mr. Lu Rong Chang, Mr. Leung Chi Ching, Frederick and Mr. Shi Chi as executive directors, and Mr. So Hon Cheung, Stephen, Mr. Li Weibin and Ms. Chan Wai Kay, Katherine as independent non-executive directors.

* For identification purpose only