

TATUNG (2371.TT) announced its net sales in October 2008.

Unit: NT\$ Thousand	2008/10	Rev (%)	MoM (%)	YoY (%)	2008/1-10	Rev (%)	YoY (%)
Digital Consumer Business	1,807,575	53.10%	41.06%	-26.60%	14,261,860	45.46%	-18.19%
Home Appliance	277,067	8.14%	-14.03%	-29.83%	3,818,770	12.17%	-18.19%
Industrial Appliance	761,212	22.36%	-4.63%	21.18%	6,723,513	21.43%	10.73%
Wire and Cable	555,606	16.32%	-14.33%	-19.41%	6,547,203	20.87%	-0.90%
Net Sales	3,404,271		11.52%	-18.49%	31,371,252		-9.83%

Revenue in October reached NT\$3,404 million. It was up by 11.52% from last month, but was down by 18.49% from October in 2007. Annual accumulated revenue from Jan. through October in 2008 totaled NT\$31,371 million, down 9.83% from the same period in 2007, reflecting the impacts from global economy slowdown and adjustments in product mix to improve margin rates.

Digital Consumer Business

Sales of Digital Consumer business composed 53.10% of total revenue in October, about the level of 52.74% in the 4th quarter of 2007. Because of the worldwide financial crisis and subsequent economic recessions, most of the new projects are pushed out and down-sized by customers. Continuous drops in ASP also pulled down the revenue. With the coming traditional peak season for holiday shipments, this BU reached the sales peak in Oct. Followed by sales growth in Sept., October sales continued to rise by 41.06% from last month. The annual accumulated revenue was down by 18.19%.

Home Appliance

Home Appliance accounted for 8.14% of the revenues, down from 12.63% in Dec. 2007. As the result from the decline in sales of such seasoning products as electric fans and air conditioners, along with the impact from capacity movement to Vietnam factory as well as the compressor manufacture and sales to China, the annual accumulated revenue declined 18.19% from the same period last year.

Industrial Appliance

Industrial Appliance was about 22.36% of the total sales, up from 16.64% in Dec. 2007. The average prices increased in industrial market this year. Moreover, enterprise customers are less influenced by consumer market. Meanwhile, new orders were received in the late 2nd quarter. Sales decreased 4.63% from last month, but increased 21.18% from October 2007. The annual accumulated revenue continued to grow and was up 10.73% from the same period a year ago.

Wire and Cable

Sales in Wire and Cable represented 16.32% of the total sales, up from 17.95% in Dec. 2007. Wire and Cable business tends to grow stably. Because of continuous drop in the copper price, revenue in October was down 14.33% MoM and 19.41% YoY respectively. The annual accumulated revenue declined 0.90% from the same period in 2007.

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