

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

Unit: NT\$ Thousand	2008/11	Rev (%)	MoM (%)	YoY (%)	2008/1-11	Rev (%)	YoY (%)
Digital Consumer Business	1,337,484	47.95%	-26.01%	-44.00%	15,599,345	45.66%	-21.30%
Home Appliance	319,506	11.45%	15.32%	-12.12%	4,138,276	12.11%	-17.75%
Industrial Appliance	741,672	26.59%	-2.57%	23.72%	7,465,186	21.85%	11.89%
Wire and Cable	388,309	13.92%	-30.11%	-32.89%	6,935,511	20.30%	-3.47%
Net Sales	2,789,252		-18.07%	-29.05%	34,160,505		-11.78%

Revenue in November reached NT\$2,789 million. It was down by 18.07% and 29.05% from last month and November in 2007 respectively. Annual accumulated revenue from Jan. through November in 2008 totaled NT\$34,161 million, down 11.78% 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 47.95% of total revenue in November, down from 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 October. November sales dropped by 26.01% from last month. The annual accumulated revenue was down by 21.30%.

Home Appliance

Home Appliance accounted for 11.45% of the revenues, down from 12.63% in Dec. 2007. Due to the traditional peak season in 4th quarter, sales was up by 15.32% from last month. As the result of the impact from capacity movement to Vietnam factory as well as the compressor manufacture and sales to China, the annual accumulated revenue declined 17.75% from the same period last year.

Industrial Appliance

Industrial Appliance was about 26.59% 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 slightly decreased 2.57% from last month, but increased 23.72% from November 2007. The annual accumulated revenue continued to grow and was up 11.89% from the same period a year ago.

Wire and Cable

Sales in Wire and Cable represented 13.92% of the total sales, down from 17.95% in Dec. 2007. Wire and Cable business tends to grow stably. However, continuous drop in the copper price over 40% from the same period last year, revenue in November was down 30.11% MoM and 32.89% YoY respectively. The annual accumulated revenue declined 3.47% from the same period in 2007.

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